

Trend Setting Oolala! L.A. Boutique Uses URClients Mobile Marketing Solution to Grow Business

Irvine, California – July 26, 2011- TEGA Technologies today announced that the Oolala! L.A. Boutique has chosen its URClients integrated text, email and voice mobile retail marketing solution to facilitate next stage growth of its business.

The Oolala! L.A. Boutique is known for providing a total fashion experience to create unique one of a kind looks for its customers. Located in Papillion, Nebraska, which is the second fastest growing city in the state, the Oolala! L.A. Boutique has captured the attention of fashion conscious consumers with its hip West Coast trends that follow the concept of opposites attracting and defining each other - where anything goes.

The Oolala! L.A. Boutique also recognizes that their fashion forward customers never leave home without their cell phones and that their customers prefer to receive text messaging over other methods of marketing communications.

TEGA's URClients totally integrated text, email and voice mobile marketing software specifically designed for retailers will enable the Oolala! L.A. Boutique to deliver fully automated text messages to its customers with notifications about new merchandise arrivals, custom orders, special events, promotions and discount coupons.

TEGA Technologies revolutionized the mobile marketing industry with URClients, the world's first totally integrated text, email and voice marketing software. Based in Irvine, California, TEGA leads the mobile marketing industry in innovation by automating on demand marketing campaigns based on specific customer interests for most industry verticals including hospitality, retail, non-profit, automotive, gaming, wellness and leisure.

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