

Red Robin Gourmet Burgers Drives Loyalty Club Memberships with Mobile Campaign

Irvine, California – August 31, 2011 - Red Robin Gourmet Burgers has initiated a pilot mobile marketing campaign to drive memberships in its Red Robin loyalty club.

Red Robin Gourmet Burgers offers high-quality menu items including its signature gourmet burgers and chicken sandwiches, all prepared with the freshest of ingredients. Red Robin Gourmet Burgers also has a reputation for an unparalleled and extraordinary approach to guest service.

Red Robin Gourmet Burgers recognizes their customers never leave home without their cell phones and that it's critical to communicate with these customers in the most effective way possible.

Utilizing TEGA Technologies' URClients integrated mobile marketing software, Red Robin Gourmet Burgers' pilot campaign rewards new members in its loyalty club with a free burger at their local restaurant and notifications of the latest Red Robin menu items and special offers. URClients makes it easy for new loyalty club members to join, requiring them to just enter their birthday, select their preferred restaurant location and join the fun!

Patricia Sobaru, Red Robin Gourmet Burgers' Senior Marketing Manager says, "URClients is the future in communication and TEGA's dedication, enthusiasm and ideal customer service is helping our business grow."

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.

TEGA Technologies, Inc.
18025 Sky Park Circle
Suite M
Irvine, CA 92614
1-888-702-8350
www.tegatechnologies.com

Press Contact:

Robert A. Tweedie
ratweedie@tegatechnologies.com
1-888-702-8350