

Archer Purdue Suzuki Chooses TEGA's URClients Mobile Marketing Solutions

Irvine, California – October 21, 2011- TEGA Technologies today announced that Archer Purdue Suzuki has now deployed its URClients integrated text, email and voice mobile marketing solutions specifically designed for automobile dealerships.

From its dealership in Omaha, Archer Purdue Suzuki, serves all of its Nebraska customers with a high standard of customer service and is consistently on the cutting edge of the latest marketing trends.

Archer Purdue Suzuki recognizes that its customers never leave home without their cell phones and that it's critical to communicate with these customers in the most effective way possible. Archer Purdue Suzuki will utilize URClients fully automated text messaging capabilities to deliver fully customized and personalized text, email and voice marketing campaigns to its customers based on their vehicle brand, model and specification preferences. As well, Archer Purdue Suzuki's customers will receive notifications for service reminders, recalls, parts availability and special sales events.

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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