

DirectTV Retailer Chooses URClients Mobile Marketing Solutions

Irvine, California – October 24, 2011 - TEGA Technologies today announced that Technical Magic, a leading DirectTV retailer has chosen its URClients integrated text, email and voice mobile marketing software to enhance its customer interactions and marketing initiatives.

DirectTV is the largest satellite TV provider in the United States and Technical Magic based in Omaha, NE is one of its leading independent retailers. Technical Magic 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.

TEGA's totally integrated text, email and voice mobile marketing software will enable Technical Magic to deliver fully automated text, email and voice marketing campaigns to its customers based on their specific television viewing interests, including notifications of new DirectTV programming packages, equipment upgrades and exclusive DirectTV offers.

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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