

## **Automatic Auto Finance Deploys TEGA's URClients Mobile Marketing Solutions**

Irvine, California – November 10, 2011- TEGA Technologies today announced that Arkansas based Automatic Auto Finance ("AAF") has now deployed its UR Clients integrated text, email and voice mobile marketing solutions specifically designed for automobile dealerships.

With six Arkansas locations, AAF is an industry leader in "buy here – pay here" automobile dealerships. With its high standard of customer service featuring Customer Loyalty and Customer Referral Programs AAF has long recognized 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.

TEGA's totally integrated text, email and voice mobile marketing software specifically designed for automotive dealerships will enable AAF to deliver fully automated and customized text, email and voice marketing campaigns to its customers driving membership in its Customer Loyalty Program and increasing sales and service revenue. As well, AAF customers will receive notifications for service reminders, recalls, parts availability and special sales events based on their vehicle brand, model and specification preferences.

TEGA Technologies revolutionized the mobile marketing industry with 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.

TEGA Technologies, Inc.  
18025 Sky Park Circle  
Suite M  
Irvine, CA 92614  
1-888-702-8350  
[www.tegatechnologies.com](http://www.tegatechnologies.com)

**Press Contact:**

Robert A. Tweedie  
[ratweedie@tegatechnologies.com](mailto:ratweedie@tegatechnologies.com)  
1-888-702-8350