

Tega Technologies Announces New Customer Win for its Mobile Marketing Software

Irvine, California – November 22, 2010- Tega Technologies today announced that the eight corporate owned Lascari's Italian Delis and Restaurants have now deployed its UR Clients integrated text, email and voice mobile marketing software.

Lascar's Italian Delis and Restaurants have been proudly serving Los Angeles and Orange County, California diners with the finest Italian food since 1970. All meals are prepared with the freshest ingredients possible—purchased daily, and without additives or preservatives. Lascari's 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 Lascar's Italian Delis and Restaurants to deliver fully automated text, email and voice marketing campaigns to its customers based on their dining and entertainment 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.

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