

## **TEGA Announces Leading U.S. High School Chooses its Mobile Marketing Software**

Irvine, California – February 16, 2010- TEGA Technologies today announced that one of the country's top high schools has now deployed its UR Clients integrated text, email and voice mobile marketing software.

Iowa's Davenport West High School is one of ten "Project Lead the Way" model schools in the US. Jason Frazenburg, the head of the technology department and Iowa's Industrial Technology Teacher of Excellence for 2010, recognizes that Davenport's students never leave home without their cell phones and that it's critical to communicate with its students and faculty in the most effective way possible.

TEGA's totally integrated text, email and voice mobile marketing software will enable Davenport High School to deliver fully automated text, email and voice messages to its students in the way that students today consider to be the most appropriate methods of communication . Mr. Frazenburg says that the "possible uses of the UR Clients software are endless".

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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