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## TextGen Selected for ITExpo's StartupCamp8

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**For Immediate Release: (August 23, 2013) Willow Grove, Pa.** – TextGen, a unique and affordable option for adding texting capability to traditional business telephone numbers, has been selected for ITExpo StartupCamp8.

TextGen co-founder and entrepreneur Gary Pudles knows StartUpCamp well. He has been a judge and moderator for previous StartupCamps and at StartUpCamp7 he was part of the keynote presentation with his now famous interview of former Apple CEO John Sculley. StartUpCamp8 finds Pudles on the hot-seat this year, as he presents TextGen to the panel. When asked about being on the other side of the desk, Pudles said: *"To be presenting something that could change the face of business communication – as I believe TextGen does – makes the experience all that more exciting."* says Pudles. *"TextGen makes texting work for business in a way that it never could before. I am eager to share this exciting new idea with the panel and audience"*

As TextGen modernizes business communication; companies like Westinghouse Digital are quickly seeing its value. TextGen saves time, reduces labor cost and allows customers to have succinct, efficient transactions – and that improves customer satisfaction and builds loyalty.

Presenting TextGen at ITExpo's StartupCamp8 will demonstrate TextGen's impact on the business world and propel exposure in the communications and business sector. With a simple text, you can now interact directly with the consumer in a way that is most convenient for them with little to no impact on the existing business processes or data management.

### **About TextGen**

TextGen is a business communication application that makes traditional telephone lines more versatile by supporting both text and voice conversations on the same telephone number and providing complete transcripts of those conversations through a cloud-based web portal. Affordable and easy to integrate with any business, TextGen brings texting to work. [www.TextGen.com](http://www.TextGen.com)

### **About StartUpCamp**

StartupCamp8 is the only entrepreneur pitch event focused exclusively on the communications industry. ITExpo's StartupCamp8 will be held August 27, 2013 in Las Vegas. For more information about StartupCamp, please visit [www.startupcampcomm.com](http://www.startupcampcomm.com).