

7 FOR 7 STARTS TODAY AT 7AM

TEXANS HAVE 7 DAYS TO GET 7-CHARACTER PERSONALIZED PLATES



For Immediate Release
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November 7, 2011 – Almost 15,000 Texans have registered interest in 7-character personalized license plates, called Freedom plates. Now's their chance. Starting this morning, Texans can order 7-character personalized at www.myplates.com. The 7-character plates are available for only 7 days. That's why we call it 7 FOR 7.

Starts: **NOVEMBER 7, 2011 7 AM**
Ends: **NOVEMBER 14, 2011 7 AM**

7 FOR 7 has happened only once before. The first time My Plates offered 7-character plates at large, Texans ordered almost a *million dollars* worth of plates in the first *day* of 7 FOR 7.

The last 7 FOR 7 event was March 7-14, 2011. Orders of 7-character plates that week put more than \$600,000 in the state general revenue fund, which helps pay for services for all Texans.

Prior to 7 FOR 7, some Texans bought select 7-character license plates at the Great Plate Auction January 13, 2011 at Cowboys Stadium. The highest bid was \$15,000 for FERRARI.



From 1965 to early 2011, Texans had only six characters or fewer available for personalization, so for many Texans 7-character personalized plates have been a long time coming.

Prices for the Freedom category plates are \$395 for one year, \$695 for five years, and \$795 for ten years—about an 80% savings with the multi-year discount! You can also put your order on layaway.

Texans have bought more than 68,000 My Plates since November 2009, putting more than \$6.2M in the state general revenue fund.

Contact Kim Miller Drummond at (512) 423-4237 or kim@myplates.com.

My Plates designs and markets new specialty license plates as a vendor for the Texas Department of Motor Vehicles. Texans have bought more than 68,000 My Plates since November 2009, putting more than \$6.2M in the state general revenue fund. My Plates' goal is to create a long-term, mutually beneficial relationship designed to maximize revenues for the state through the sale of My Plates specialty plates. My Plates is a joint venture of Etech, Inc. of Nacogdoches (www.etechnic.com <<http://www.etechnic.com/>>) and Pinnacle Technical Resources of Dallas (www.pinnacle1.com <<http://www.pinnacle1.com/>>), www.myplates.com <<http://www.myplates.com/>>

TxDMV The Texas Department of Motor Vehicles (TxDMV) is charged with overseeing the state's motor vehicle services that provide consumer protection, assist motor vehicle-related businesses and raise revenue for the state. For every \$1 it spends, the TxDMV returns \$10 to build and maintain highways, roads and bridges and provide needed services to Texans. Each year the agency registers more than 21 million vehicles; regulates more than 23,000 vehicle dealers; credentials buses and big trucks for intrastate and interstate commerce; and awards grants to law enforcement agencies to reduce vehicle burglaries and thefts. Learn more at www.TxDMV.gov/.