



THE GREAT PLATE AUCTION IS TONIGHT!

It's at Cowboys Stadium, and You Can Still Register to Bid



For Immediate Release
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January 13, 2011 (All Across Texas) –Tonight's the night. The Great Plate Auction at Cowboys Stadium starts at 7. Doors open at 5:30. Anyone can show up and register to bid or even just show up to watch.

Heck, how often are you invited to Cowboys Stadium with free admission, free parking, Cowboys Cheerleaders, access to the field and locker room, AND the chance to witness Texas history? We'd guess never. Other than tonight!

There are no minimum bids and no reserves, so there's even a shot at walking away with a bargain, one that could appreciate over the years.



The Great Plate Auction is the first time license plates will be legally auctioned in Texas. Since no one has done this before in our state, we're excited to see how Texans will have fun with this event.

My Plates will auction 7-character messages including RANGERS, COWBOYS, FT WORTH, PORSCHE and FERRARI. See the full list above.

In the world of personalized license plates, reaching 7 characters is a big deal. It's an especially big deal in Texas because personalized plates have been limited to a maximum of 6-characters since 1965.

Also at the Great Plate Auction, My Plates will announce the date that 7-character personalized plates will be available to order at www.myplates.com. So far, more than 2000 Texans have already registered interest in 7-character plates and have been waiting to hear that date.

All plate messages are subject to approval by the Texas Department of Motor Vehicles.

Texans have bought more than 34,000 My Plates since November 2009, putting more than \$2.6M 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. 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 dedicated to providing Texans with greater choices in specialty plate designs, a unique way to add personality to your vehicle, and unmatched customer service. My Plates is a joint venture of Etech, Inc. of Nacogdoches (www.etechnic.com) and Pinnacle Technical Resources of Dallas (www.pinnacle1.com), www.myplates.com

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