

Great Plate Auction: New Combos, New Designs, New Date



For Immediate Release
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August 23, 2010 (Austin/Dallas, TX) My Plates is adding an additional 22 new plate combinations to the previously announced 10 that bidders will now compete for at the first-ever Great Texas Plate Auction.

Add in the "Bidders Choice" that will allow one lucky Texan to make his or her own word or phrase, and 33 exciting plate combinations will be up for grabs.

To better support the newest plates, and allow for winning plate combinations to be placed on an even larger collection of designs, the Great Texas Plate Auction will



now be held January 13, 2011 at Dallas Cowboys Stadium. The Auction will offer 7-character license plate combinations – such as COWBOYS – for the first time ever in Texas, as well as some highly desirable 6-character combinations.

The Auction was originally scheduled for September 22, 2010, but was moved so that on Auction night bidders can potentially see a much larger collection of available designs.

“The approval-to-production timeline means the proposed new plate designs, if approved, won’t be ready for production until November,” said My Plates president Steve Farrar. “We thought moving the Great Plate Auction would help all those who want to see how great the newest plates will look. Auction winners’ choices will have expanded to a whole slew of new designs.”

What better way to show your support for America’s Team than to place the 7 character word COWBOYS that will be up for auction, on the proposed new Dallas Cowboys Star plate design?

One lucky fan will win the 6-character gem TEX4NS at the Auction and may place it on the proposed new Houston Texans plate.

Or how about HUNTING on the proposed Texas Trophy Hunters plate? Or FORD4U on one of 2 proposed Ford Motor Company plates or NASC4R on one of 3 proposed NASCAR plates? All of these Auction combinations could be available on these proposed new plates.

MY TEXAS, T BIGTEX, T DALLAS, FTWORTH, T STARS, MAVS FAN, GIDDY UP, RANCHER, FISHING and HUNTING are among 33 combinations for sale.

Previously announced combinations include: COWBOYS, RANGERS, PORSCHE, FERRARI, MUSTANG, AGGIES1, GOHORNS, SOONERS, RAIDERS, and DRAGONS.

The Auction aims to offer something for everyone in a diverse state that registers more than 21 million vehicles. The Auction is free and open to the public, but bidders are required to register prior to the event at www.myplates.com.

The majority of Auction proceeds will go to the state general revenue fund. My Plates and designated charities will also receive a portion of the proceeds.

To register your interest in the Auction, go to www.myplates.com.



Background:

Texas is the first state in the U.S. to hire a private vendor to create, market, and sell new license plate designs as a way to raise money for the state. The program guarantees millions of dollars for the state and offers all Texans a fun choice in customizing their cars. In August 2009, the state awarded the contract to operate the My Plates program to a joint venture between Etech, Inc. of Nacogdoches (www.etechnic.com) and Pinnacle Technical Resources of Dallas (www.pinnacle1.com). My Plates is a contracted vendor with the Texas Department of Motor Vehicles (TxDMV). Since sales began November 19, 2009, Texans have bought more than 20,000 My Plates, putting \$1.5M in the state general revenue fund.

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), Pinnacle is a HUB certified minority owned company. www.myplates.com

TxDMV is responsible for the registration, titling and credentialing of personal and commercial vehicles. It also licenses vehicle dealers and issues operating authority for commercial motor vehicles and buses. TxDMV also is home to the Auto Burglary and Theft Prevention Authority (ABTPA), which awards grants to law enforcement agencies to reduce auto theft and increase public awareness and education. To learn more, go to www.TxDmv.gov.