

TEXANS BOUGHT 1300 7-LETTER PLATES IN 9 DAYS
Fun Plates Raised \$265,000 for State General Revenue Fund





October 16, 2012 (Austin, TX) You can have a lot of fun with 7 letters. Check out the plates above, ordered by Texans in My Plates' 7 FOR 7 event this last week at www.myplates.com.

The more than 1300 seven-letter plates sold this week raised more than \$265,000 for the general revenue fund of Texas, which helps pay for services for all Texans.

7-letter plates are available only at MyPlates.com and only on certain days of the year.

This most recent 7 FOR 7 is the fourth ever in Texas. Previous events were March 2011, November 2011, and March 2012. Also, 7-letter plates were sold at the Great Plate Auction at Cowboys Stadium in January 2011.

My Plates start at \$55 a year. If you want to personalize your plate message, the cost goes up based on how many letters you use. You get a better deal if you order for a 5 or 10-year term. You can give My Plates as a gift, and there's even layaway to help budget costs.

Texans have bought more than 116,000 My Plates since November 2009, depositing more than \$12.6M in the general revenue fund of Texas.

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My Plates designs and markets new specialty license plates as a vendor for the Texas Department of Motor Vehicles. Texans have bought more than 116,000 My Plates since November 2009, putting more than \$12.6M 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/>>. ###