

TOP 10 COLLEGE MONEYMAKERS
UT #1 in National List and in My Plates' List



<http://www.myplates.com/Images/Plates/PLPC120?plateText=1%20BOTH>

COLLEGIATE LICENSING TOP 20

1. The University of Texas at Austin
2. The University of Alabama
3. University of Kentucky
4. University of Florida
5. The University of Michigan
6. Louisiana State University
7. University of North Carolina
8. University of Georgia
9. University of Notre Dame
10. The University of Oklahoma
11. Auburn University
12. The Pennsylvania State University
13. University of Nebraska
14. University of Arkansas
15. University of Wisconsin
16. University of Tennessee
17. West Virginia University
18. University of South Carolina
19. Texas A&M University
20. University of Missouri

MY PLATES TOP 20

1. The University of Texas at Austin
2. Texas A&M University
3. University of Oklahoma
4. Oklahoma State University
5. University of Alabama
6. University of Arkansas
7. Louisiana State University
8. Auburn University
9. University of Mississippi
10. Texas Tech University
11. University of Nebraska
12. Texas Christian University
13. University of Kansas
14. Kansas State University
15. Mississippi State University
16. Kilgore College
17. University of Notre Dame
18. Brigham Young University
19. Michigan State University
20. Baylor University

August 20, 2012 (Austin, TX) – The University of Texas brand makes more money from licensed products than any other college. Above, the first list is from the largest college licensing company in the US, ranking each school by royalties earned in the last year. The second list is from My Plates, reporting the number of official Texas license plates each school sold at www.myplates.com.

The Collegiate Licensing Company (CLC) last week reported that the University of Texas is the #1 selling brand in college sports for the 7th consecutive year. The full release is available [here](#).



My Plates reports that UT has been the #1 seller of college license plates in our program since we started in November 2009.

The biggest difference in the two lists is Texas A&M. They're our very popular #2 and CLC's #19.

The lists aren't all apples to apples. They represent schools we don't have plates for, like Florida, UNC, and Penn State.

Texans have bought more than 12,300 college license plates from My Plates program. Those sales have put \$1.1M into the general revenue fund, which helps pay for services for all Texans.

Of the 12,300 total sold, more than 5,600 are plates designed for out-of-state colleges and universities. Those plates have put more than \$620,000 into the general revenue fund.

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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 107,000 My Plates since November 2009, putting more than \$11.5M 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/>>.

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