

TxDMV WANTS YOUR OPINION ON NEW DALLAS STARS PLATE



May 21, 2012 (Austin, TX) – Go online now to share your opinion about a new Texas license plate design for the Dallas Stars NHL team:

http://www.txdmv.gov/vehicles/license_plates/eview/eview.htm

The public comment period ends May 29th. Assuming the plates meet with TxDMV approval, the Stars will join the Dallas Cowboys, Dallas Mavericks, and Fort Worth Cats as DFW professional sports teams with their own Texas specialty license plate designs in the My Plates program.

Pending TxDMV approval, My Plates hopes to have the new Stars plate available in the fall for order online at www.myplates.com or by calling 888-7MY-PLATES.

My Plates start at \$55 a year. Personalized My Plates start at \$85 a year. The cost per year gets lower the longer term you buy. Check out the pricing chart at www.myplates.com.

Order online or call My Plates at 1-888-7MY-PLAT(ES), Monday to Friday 8a-6p.

Texans have bought more than 95,000 My Plates since November 2009, putting more than \$10.4M 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 95,000 My Plates since November 2009, putting more than \$10.4M 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/>>. ###

TERMINOLOGY

- “Specialty” plate refers to any official license plate other than the state’s general issue plate.
- Specialty plates can be “personalized” plates, but they don’t have to be.



-My Plates and TxDMV use only "specialty" and "personalized" to refer to these plates, not "vanity," which is pejorative and lacks accuracy.