



MY PLATES HONORS 100,000TH CUSTOMER Fort Worth Man Gets 10-Year Luxury Plate for Free



June 20, 2012 (Austin, TX) –Jose Angel Sandoval Caravel has been #36 since Little League. He’s also My Plates’ 100,000th customer.

Jose didn’t know he was the 100,000th customer when he called My Plates, but he quickly found out his special status and got excited about his free 10-year Luxury plates.

“I told some of my buddies. A few of them already have My Plates on their trucks. They were like, ‘Man, no way, you got yours for free?!’”

Turns out, Jose’s plates still may cost him, “When I told my fiancée she was all excited for me, and then she said, ‘Well, I guess maybe this means you should get My Plates for me, since you got yours for free!’” She’s been eyeing the Lone Star Pink plates for a while.

Jose says the Lone Star Black plates will look great on his black F250. He says he’s been working on fixing it up and has even placed at a couple of truck shows. It’s got a 10-inch lift and big tires.

My plates start at \$55 for a one-year, background-only design, meaning without personalization. If you want a particular message, personalization starts at \$85 for one year. The cost per year gets lower the longer term you buy. Check out the pricing chart at www.myplates.com. You can give My Plates as a gift, too!

Texans have bought more than 100,000 My Plates since November 2009, putting more than \$10.8M in the state general revenue fund which helps pay for services for all Texans.

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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 100,000 My Plates since November 2009, putting more than \$10.8M in the state general revenue fund. My Plates’ goal s 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/>>. ###