

USA FLAG PLATE FREE WITH PURCHASE JULY 1-8
Join These Texans in a Year-Round Celebration of America



<http://www.myplates.com/Images/Plates/PLPC199?plateText=1FREE>

July 2, 2012 (Austin, TX) – Many Americans fly the Flag around July 4th. Many Texans display theirs year-round, wherever they go, with the USA Flag license plate. The USA Flag plate messages shown above are on Texas cars and trucks right now. This week all Texans can get the Flag plate for free when they purchase My Plates. Check it out at www.myplates.com.

From July 1 through the 8th, anyone who buys a plate at MyPlates.com can click to receive a redemption code for the USA Flag plate shown above.

The USA Flag plate has a white background with the US flag running vertically down the left side. The word "FREEDOM" is written along the bottom with Texas across the top. A red, white, and blue Texas silhouette is in the upper right corner.

Here's how the USA Flag offer works:

-go to www.myplates.com and pick out a plate design, personalize it if you like, then order

-when you arrive at checkout, you'll be asked to check the box to be emailed a redemption code for a free USA Flag plate (shown above)

-after you complete the original purchase, use the emailed redemption code to purchase the USA flag plate (or another plate of your choosing)

-the code covers the cost of a background-only plate (\$55), but you can upgrade to a personalized plate and still apply the \$55 to the purchase.

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. My Plates also offers gift cards and layaway.

Texans have bought more than 101,000 My Plates since November 2009, putting more than \$10.8M in the state general revenue fund.

My Plates 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 101,000 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/>>.