



HELP THE HOUSTON ROCKETS REDESIGN THEIR LICENSE PLATE New Official Texas License Plates from MyPlates.com



July 9, 2012 (Austin, TX) – Hey, Clutch City, what do you think? White, black, or red? The Houston Rockets and My Plates are in the process of redesigning the Rockets' official Texas license plates and want input from fans.

Here's a link to the three-question survey open to all Texans until July 20:

<http://www.myplates.com/go/RocketsSurvey>

"We want fans involved in the redesign of our plate so they'll get excited about putting it on their cars as a show of support for our team," says Ken Sheirr, Sr. Director of Marketing for the Rockets.

Once we arrive at a new design, My Plates will submit the design for TxDMV approval and hopefully have it for sale by the end of 2012.

Rockets 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 102,000 My Plates since November 2009, putting more than \$10.8M 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 102,000 My Plates since November 2009, putting more than \$10.8M 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/>>. ###