

SMU RELEASES NEW OFFICIAL TEXAS LICENSE PLATE
Mustangs Redesigned Plates at MyPlates.com



July 24, 2012 (Austin, TX) – New year, new conference, new plate! The SMU Mustangs redesigned their official Texas license plates. You can get the new plates now at www.myplates.com.

About 10% of plate proceeds benefit SMU. SMU sold 106 plates with the previous design in the My Plates program and is hoping to sell even more of the new design, which features a white background and the blue and red school logo on the left and right of “TEXAS,” written in red and outlined in blue.

“We’ve gone with a clean white background that makes the colors of our logo really stand out. These plates are a great way for fans to show their Mustang pride everywhere they drive and raise money for the school at the same time,” says Brad Sutton, Associate Athletic Director for Public Relations and Marketing at SMU.

SMU 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 104,000 My Plates since November 2009, putting more than \$11.2M 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 104,000 My Plates since November 2009, putting more than \$11.2M 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/>>.



SMU, the only Division I athletic program in Dallas, Texas, sponsors 17 sports and has been ranked as the top school in its conference for 11 of the last 15 years in the Director's Cup overall athletic rankings. More information about SMU and its coaches, student-athletes and teams is available at www.SMUMustangs.com. ###