

**THREE NEW WEST TEXAS PLATES AVAILABLE TODAY**  
Now All Four Midland/Odessa Public High Schools Offer Plates



November 1, 2013 (Austin, TX) – Midland/Odessa is now fully represented. All four of the public high schools in these two cities now have their own official Texas license plates. Odessa, Permian, and Midland Lee high schools go on sale today at [www.myplates.com](http://www.myplates.com).



Midland High School debuted its custom plate in May of this year, setting a new record for first-day sales of a high school plate, with 39 plates sold.

The three additional West Texas schools join 12 other Texas high schools/districts with official custom plates: Allen, Bishop Lynch, Carroll, Coppell, Highland Park, Jesuit Dallas, Keller, Lake Dallas, Liberty Christian, Longview, Midland and Prosper. Of these, Carroll has sold the most, with 218 Dragon plates sold.

Plates start at \$55 a year with even better deals for five and ten-year plates. Personalization costs extra. 10% of the base price of each plate benefits the school. More on pricing at <http://www.myplates.com/options.aspx>. Plates can be given as a gift.

Since November 2009, Texans have purchased more than 166,000 My Plates, putting more than \$19.5M in the 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 166,000 My Plates since



November 2009, putting more than \$19.5M 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).

**The Texas Department of Motor Vehicles (TxDMV)** is charged with overseeing the state's motor vehicle services that provide consumer protection, assist motor vehicle-related businesses and raise revenue for the state. For every \$1 it spends, the TxDMV returns \$10 to build and maintain highways, roads and bridges and provide needed services to Texans. The agency registers more than 23 million vehicles; regulates vehicle dealers; credentials buses and big trucks for intrastate and interstate commerce; issues oversize and overweight permits; and awards grants to law enforcement agencies to reduce vehicle burglaries and thefts. Learn more at [www.TxDmv.gov](http://www.TxDmv.gov).

#### 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.