

## 7-CHARACTER LICENSE PLATES FOR 7 DAYS ONLY

New FREEDOM Plates For Sale for a Limited Time



For Immediate Release  
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February 28, 2011 (All Across Texas) – My Plates announces that 7-character personalized license plates will be available starting March 7 and for a limited time only.

The new 7-character plate category is called Freedom. With 7 letters and/or numbers, Texans have more Freedom to spell out a personalized message on their license plates. Since 1965, Texans have had only six characters or fewer available for personalization, so March 7 has been a long time coming.

7-character sales begin Monday, March 7 at 7am and end Monday, March 14 at 7am.

- Starts Monday March 7, 2011 at 7am
- Ends: Monday March 14, 2011 at 7am
- That is:
  - 7 days
  - 168 hours
  - 10,080 minutes of 7 character Freedom

7-character Freedom plates are available on 20 background designs offered by My Plates. The plates are priced at:

- 1 year \$395.00
- 5 year \$695.00 (\$139.00 a year)
- 10 year \$795.00 (\$79.50 a year)

Note the 10-year plate is the best value, and remember that you can put your plate on any vehicle registered to you. That means if you change cars within the 10-year period, you can transfer the plate to your new vehicle.



My Plates will have **layaway** as an option available to our customers in time for the sale of Freedom plates.

Not sure what 7-character message you want? Buy a Freedom **gift card** during the 7 for 7 event, then you can use it to purchase a plate later, even after 7 for 7 is over.

Order at [www.myplates.com](http://www.myplates.com). All orders are first come, first served. All plate messages are subject to approval by the Texas Department of Motor Vehicles.

More than 7000 Texans have already registered their interest in 7-character plates and have been waiting to hear this date. You can still register for updates on 7 for 7.

Texans have bought more than 38,000 My Plates since November 2009, putting more than \$3.1M in the state general revenue fund.

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Contact Kim Miller Drummond at (512) 423-4237 or [kim@myplates.com](mailto:kim@myplates.com).

**My Plates** designs and markets new specialty license plates as a vendor for the Texas Department of Motor Vehicles. 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 dedicated to providing Texans with greater choices in specialty plate designs, a unique way to add personality to your vehicle, and unmatched customer service. 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)

**TxDMV** 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. Each year the agency registers more than 21 million vehicles; regulates more than 23,000 vehicle dealers; credentials buses and big trucks for intrastate and interstate commerce; and awards grants to law enforcement agencies to reduce vehicle burglaries and thefts. Learn more at [www.TxDMV.gov/](http://www.TxDMV.gov/).

"Say It With 7" poster is below

# SAY IT WITH 7

For the first time ever in Texas...

7-Character Personalized License Plates

Limited Statewide 7-Character Plate Release

Only 7 Days to Say it With 7

Begins March 7, 2011 at 7am CST

Ends March 14, 2011 at 7am CST

Exert your



to



Yourself!

WHAT WILL YOU SAY WITH 7?

MARK YOUR CALENDAR!

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