

**THESE PLATES COULD BE GONE FOREVER**  
Great Plate Auction Winners Will Always Have First Dibs  
TOMORROW NIGHT IS THE BIG NIGHT



For Immediate Release  
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January 12, 2011 (All Across Texas) – If you're thinking you might like to have any of these great messages on your official Texas license plates, you may have only one shot ever: **January 13<sup>th</sup>**.

See, the winners of the **Great Plate Auction** win these plates for 25 years AND they can renew them every 10 years after that, pass them down to their kids, who can renew them every 10 years after that and so on. So, there's a chance the plates will *never* be on the market again after January 13<sup>th</sup>.



Winners do have the option to sell their plates to someone else, which they can do since all auction plates are fully transferable, unlike other Texas license plates.

The Great Plate Auction January 13 at Cowboys Stadium is the first time license plates have been legally auctioned in Texas. Since no one has done this before in our state, we're excited to see how Texans will have fun with this event.

My Plates will auction 7-character messages including RANGERS, COWBOYS, FT WORTH, PORSCHE and FERRARI. See the full list above.

If you haven't already, register to bid at [www.myplates.com/auction](http://www.myplates.com/auction). You may register online until noon today, Wednesday, January 12<sup>th</sup>. My Plates will also accept bidder registrations at the event, for those who may miss the online option.

In the world of personalized license plates, reaching 7 characters is a big deal. It's an especially big deal in Texas because personalized plates have been limited to a maximum of 6-characters since 1965.

Also at the Great Plate Auction, My Plates will announce the date that 7-character personalized plates will be available to order at [www.myplates.com](http://www.myplates.com). So far, more than 2000 Texans have already registered interest in 7-character plates and have been waiting to hear that date.

All plate messages are subject to approval by the Texas Department of Motor Vehicles.

Texans have bought more than 33,000 My Plates since November 2009, putting more than \$2.6M 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)

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