

## New Official Longhorns Plates on Sale January 7

SHOW YOUR UT SPIRIT, AVAILABLE THE DAY OF THE BIG GAME



For Immediate Release  
Kim Miller Drummond  
My Plates PR  
512.423.4237  
[kim@myplates.com](mailto:kim@myplates.com)

January 6, 2010 (Austin, TX) Kick-off isn't until 7pm, so University of Texas fans have plenty of time to order their new Longhorns license plates before the game. We do not know the exact hour the plate will be available, so just keep checking back at [www.myplates.com](http://www.myplates.com).

The University and My Plates have redesigned the UT plate with the official Longhorns burnt orange logo, giving fans a new way to show their school pride. Proceeds from plate sales benefit the state's higher education scholarship program and the general revenue fund of the state of Texas.

The official Longhorn plates start at \$55 a year. The cost goes up if you want to personalize the plate. Prices depend on how many letters and numbers you need to spell out the combination you want and whether you buy the plates for a 1, 5, or 10 year term. You can even put official Longhorn plates on motorcycles, trailers, RVs and private buses. You can give them as a gift! About three weeks after you order, the plate arrives at a county tax assessor's office for pick up.

Create your plate at [www.myplates.com](http://www.myplates.com). You can also call My Plates at 1-888-7MY-PLAT(ES), Monday to Friday 8a-6p.



Contact Kim Miller Drummond at 512.423.4237 or [kim@myplates.com](mailto:kim@myplates.com)

-If you received this release electronically, a jpeg of the plate is attached.

-Starting on the day of sale, via our site, you can customize the combination on the Longhorns plate to suit your media outlet.

**Background:**

The Texas state legislature is the first in the U.S. to create a public/private program to get creative with license plates to raise money for the state. The program has been popular because it costs taxpayers nothing, makes \$25M for the state, and offers all Texans a fun choice in customizing their cars. In August 2009, TxDOT awarded the contract to operate the My Plates program to a joint venture between Etech, Inc. of Nacogdoches ([www.etechnic.com](http://www.etechnic.com)) and Pinnacle Technical Resources of Dallas ([www.pinnacle1.com](http://www.pinnacle1.com)). My Plates operates in partnership with the Texas Department of Motor Vehicles (TxDMV).

**My Plates** designs and markets new specialty license plates in partnership with 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** is responsible for the registration, titling and credentialing of personal and commercial vehicles. It also licenses vehicle dealers and issues operating authority for commercial motor vehicles and buses. TxDMV also is home to the Auto Burglary and Theft Prevention Authority (ABTPA), which awards grants to law enforcement agencies to reduce auto theft and increase public awareness and education. To learn more, go to [www.TxDMV.gov](http://www.TxDMV.gov).

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