

7 FOR 7 is March 7-14

Just a Few Days to Get 7-letter Personalized Plates



March 1, 2012 –Heads up, CHELSEA, JESSICA, and MADISON.

Attention, NATALIE, BRIANNA, and JASMINE.

You better tell ABIGAIL, ANTHONY, and BRANDON that they have 7 days only.

Same goes for CAMERON, CHARLES, and MATTHEW.

It's your name WILLIAM, CELESTE, and DOROTHY, so you better own it.

The 7-day window for purchasing 7-character personalized license plates will be March 7-14. The event is called 7 FOR 7.

How much difference can one more letter make? Ask MARYKAY or anyone else with 7 letters in their name. Until the My Plates program, Texans had never been able to get 7-letters on a personalized official Texas plate, though Texas has had personalized plates since 1965.

In the 14 total days 7-character personalized plates have been sold previously, Texans have purchased more than 3000 seven-character personalized license plates, raising almost \$1M for the state's general revenue fund.

7-character Freedom plates are available on more than 30 background designs offered by My Plates, including several that were not available during the last 7 FOR 7:





The plates are priced at:

- 1 year \$395.00
- 5 year \$695.00 (\$139.00 a year / SAVE 64%)
- 10 year \$795.00 (\$79.50 a year / SAVE 79%)

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. The 7-character gift card will be the only way one can purchase a 7-character personalized plate, once 7 for 7 is over.

There's also layaway. You'll make one payment when you order, then one a month after that for four months. There are no fees or interest with the layaway option.

Order at www.myplates.com. All orders are first come, first served. All plate messages are subject to approval by the Texas Department of Motor Vehicles.

Texans have bought more than 83,000 My Plates since November 2009, putting more than \$8.7M 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 83,000 My Plates since November 2009, putting more than \$8.7M 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/>>.