

## WHAT WILL BE THE MOST EXPENSIVE LICENSE PLATE EVER SOLD IN TEXAS?



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

January 10, 2011 (All Across Texas) – What will be the most expensive plate ever sold in Texas? Well, we’ve narrowed it down to 33 above.

**The Great Plate Auction January 13** at Cowboys Stadium is the first time license plates have been legally auctioned in Texas, so one of the 33 lots is bound to set a record. Which will get the highest bid? There’s just no tellin’. 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.

Winners keep their plates for a 25 year-term, unless they want to sell them to someone else, which they can do since all auction plates are fully transferable.

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

In the world of personalized license plates, reaching 7 characters is a big deal. It's an especially big deal in Texas where it took 33 years to run out of 6-character messages, in order to advance to 7 characters.

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 \$2.5M in the state general revenue fund.

---

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)

###