

NEW PLATE CHOICES FOR NASCAR FANS

Public Comment Opens for New Plate Designs in Texas



For Immediate Release
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August 3, 2010 (Austin, TX) Go online now to share your opinion about new designs proposed for official Texas license plates:

http://www.txdmv.gov/vehicles/license_plates/evview/evview.htm

-NASCAR has three proposed designs, including plates honoring the NASCAR Hall Of Fame and Dale Earnhardt and NASCAR 24 Jeff Gordon.

-There are two new full-color designs for the Dallas Cowboys and one each for the Houston Texans and the Houston Dynamo.

-New university plates are proposed for Texas Tech, University of Texas at San Antonio, Baylor, University of Oklahoma, and University of Tennessee.

-The Texas Trophy Hunters Association design is black, featuring a skull.



The public comment period ends August 10 at 5 pm. Assuming the plates meet with TxDMV approval, My Plates hopes to have the new designs available in October for order online at www.myplates.com or by calling 888-7MY-PLATES.

My Plates prices range from \$55 to \$195 for a one-year plate. The yearly cost gets lower when plates are purchased for 5 or 10 years.

Contact Christine Randolph at (512) 422-0144 or christine@myplates.com.

Terminology: "Specialty" plate refers to any official license plate other than the state's general issue plate. Specialty plates can be "personalized" plates, but they don't have to be. TxDMV and My Plates use only "specialty" and "personalized" to refer to these plates, not "vanity," which is slang that rarely fits the diverse stories behind the plates thousands of quite humble Texans have a lot of not-at-all-vain fun displaying.

Visuals: Create custom graphics for your media outlet at www.myplates.com.

Reminder: The Great Plate Auction of Texas is September 22 at Dallas Cowboys Stadium in Arlington. My Plates will auction 30 combinations never before available in Texas. COWBOYS, FERRARI, and RANGERS are just a few of the 7-character plates that will be sold for a 25 year-term. All auction plates are fully transferable. To register your interest in the auction, go to www.myplates.com.

Background:

Texas is the first state in the U.S. to hire a private vendor to create, market, and sell new license plate designs as a way to raise money for the state. The program guarantees millions of dollars for the state and offers all Texans a fun choice in customizing their cars. In August 2009, the state awarded the contract to operate the My Plates program to a joint venture between Etech, Inc. of Nacogdoches (www.etechinc.com) and Pinnacle Technical Resources of Dallas (www.pinnacle1.com). My Plates is a contracted vendor with the Texas Department of Motor Vehicles (TxDMV). Since sales began November 19, 2009, Texans have bought more than 18,000 My Plates, putting \$1.3M in the state general revenue fund.

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.etechinc.com) and Pinnacle Technical Resources of Dallas (www.pinnacle1.com), 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. ###