



THREE NEW DESIGNS IN RED, WHITE, AND BLUE Available Starting Today



For Immediate Release
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June 20, 2011 (All Across Texas) – Call us “patriotic.” We’re not waiting on the Fourth of July to wave our new US Pride plate.

It’s a clean, white plate with the United States flag on the left, a small silhouette of Texas in red, white, and blue in the upper right corner, and the word FREEDOM across the bottom. Now, that’s a good lookin’ plate. You can get it at www.myplates.com.

Also available starting today are two designs back by popular demand: Lone Star Red and Lone Star Blue. We replaced them last year with designs that would hold seven characters. Quite a few Texans asked, “Where’d the red/blue plate go?”

So, they’re back—with a bonus.

Now, these plates have partner causes. Sales of the Lone Star Red benefit the Gridiron Heroes, which offers resources and support to young athletes impacted by Spinal cord injuries. <http://www.gridironheroes.org>.

Sales of the Lone Star Blue plate benefit the Texas Navy, which aims to preserve and promote appreciation of the historic character and heroic acts of the Texas Navy. <http://www.texasnavy.com>.

Plates start at \$55 a year, and you get a better deal if you order for a 5 or 10-year term. About three weeks after you order, the plates arrive at a county tax office for pick-up.



My Plates offers more than 100 license plate designs, with partners and themes as diverse as our state. Texans have bought more than 51,000 My Plates since November 2009, putting more than \$4.7M in the state general revenue fund.

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My Plates designs and markets new specialty license plates as a vendor for the Texas Department of Motor Vehicles. Texans have bought more than 51,000 My Plates since November 2009, putting more than \$4.7M 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/>>