

WHO WILL BE FIRST?

Bidder's Choice Plate is Texas' First Shot at 7-Character Freedom



For Immediate Release
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January 4, 2011 (All Across Texas) – Who'll be first? The very first person ever to choose all 7 characters of his or her official Texas license plate with full freedom will be the winner of Bidder's Choice.

Bidder's Choice is the final lot at the **Great Plate Auction January 13** at Cowboys Stadium. Register for the Auction at www.myplates.com.

In the world of personalized license plates, 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 our state to 7 characters.

How much difference can one more letter make? Ask Mary Kay or anyone else with 7 letters in their name. They have never been able to get their names on an official Texas plate, though Texas has had personalized plates since 1965. Ask:

Chelsea
Jessica
Madison
Natalie
Brianna

Jasmine
Abigail
Anthony
Brandon
Cameron

Charles
Jackson
Matthew
Michael
Destiny

William
Celeste
Dorothy

Are you in OILNGAS? Do you shop ORGANIC and want to GOGREEN?

Are you COUNTRY or WESTERN? Are you a PAINTER, SURGEON, or DENTIST?

Whether you're THEBOSS or THEBEST or just feel really BLESSED, you are going to want a chance at Bidder's Choice.



You could buy the plate for someone who's PERFECT, AWESOME, or EXTREME. Show your RESPECT or celebrate your SUCCESS.

All plate messages are subject to approval by the Texas Department of Motor Vehicles.

In addition to Bidder's Choice, My Plates will auction the 7-character messages RANGERS, COWBOYS, FTWORTH, PORSCHE and FERRARI. 33 plates in all will be auctioned. 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. To register your interest in the auction, go to www.myplates.com

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. So far, more than 2000 Texans have already registered interest in 7 characters and have been waiting to hear that date.

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.

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

TxDMV The Texas Department of Motor Vehicles (TxDMV) is charged with overseeing the state's motor vehicle services that provide consumer protection, assist motor vehicle-related businesses and raise revenue for the state. For every \$1 it spends, the TxDMV returns \$10 to build and maintain highways, roads and bridges and provide needed services to Texans. Each year the agency registers more than 21 million vehicles; regulates more than 23,000 vehicle dealers; credentials buses and big trucks for intrastate and interstate commerce; and awards grants to law enforcement agencies to reduce vehicle burglaries and thefts. Learn more at www.TxDMV.gov.

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