

## 12THMAN BIDS AT \$35,000 WITH ONE WEEK TO GO Aggie Notables Show Their Support



Left to right, top: Texas A&M Head Football Coach Kevin Sumlin, Texas Aggie Yell Leaders Roy May, Hunter Cook, Reid Joseph, Ryan Crawford, Patrick McGinty, and Miss Reveille VIII. Bottom: Houston Texans Head Coach and former A&M quarterback Gary Kubiak, Texas country singer and A&M graduate Roger Creager, former Aggie football players Taylor Whitley, Chris Harrington, Richmond Webb, and Mike Montgomery. See links at bottom for individual hi-res photos.\*

September 5, 2013 (College Station, TX) — Everybody is getting in on the fun! Texas A&M University is launching a football season that has fans abuzz and America watching. Integral to the momentous season is the Aggie tradition of the 12THMAN. What an exciting time to be auctioning the exclusive 12THMAN license plate in Texas. Bids are at \$35,000 with one week to go! Watch the auction live at [www.myplates.com/12THMAN](http://www.myplates.com/12THMAN).

The auction is online only, and bidding ends at noon on September 12, 2013 – two days prior to the Aggies' SEC showdown with defending national champion Alabama at Kyle Field. That's when, as a special honor, A&M will present the 12THMAN license plate to the MyPlates auction winner in front of nearly 90,000 fans.

Proceeds from the MyPlates.com 12THMAN Auction benefit Texas A&M University and the General Revenue Fund of Texas.



Everyone's focused on Aggie football records this season, but Texas A&M has been setting records in license plates for a long time:

1. \$35,000 sets a new state record for the highest priced plate ever sold in Texas, and the bidding continues!
2. A&M has the #1 college plate in the My Plates program, recently surpassing the University of Texas.
3. A&M specialty plates have outsold all other college license plates in Texas, raising almost \$3M for scholarships since 1990.

More than 250 people have registered interest in bidding on the 12THMAN plate. This is first time, and possibly the last time, Texas A&M University and MyPlates.com will auction the right to display the one and only 12THMAN license plate.

We say this could be the *last* time the plate is offered because the winner of the MyPlates.com 12THMAN Auction wins this plate for a 10-year term, with first dibs on renewing the plate after that. The winner also has full rights to transfer or sell the plate to someone else.

Before the 12THMAN Auction, the top four highest priced plates ever sold in Texas were the 7-letter plates HOUSTON for \$25,000, ROCKETS for \$16,500, FERRARI for \$15,000, and COWBOYS for \$11,500. All were sold at auction.

Since November 2009, Texans have purchased more than 159,000 My Plates, putting more than \$18.8M in the general revenue fund, which helps pay for services for all Texans. Texas A&M-related proceeds from My Plates have supported championship opportunities for Aggie student-athletes, both in the classroom and in competition, as well as funding for the Corps of Cadets and the Bonfire Memorial.

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Contact Kim Miller Drummond at (512) 423-4237 or [kim@myplates.com](mailto:kim@myplates.com).

\*Links to hi-re individual photos from collage above:

[http://www.myplates.com/images/12thman/MyPlates12THMAN\\_CoachSumlin01.jpg](http://www.myplates.com/images/12thman/MyPlates12THMAN_CoachSumlin01.jpg)

[http://www.myplates.com/images/12thman/MyPlates12THMAN\\_CoachSumlin02.jpg](http://www.myplates.com/images/12thman/MyPlates12THMAN_CoachSumlin02.jpg)

[http://www.myplates.com/images/12thman/MyPlates12THMAN\\_YellLeaders.jpg](http://www.myplates.com/images/12thman/MyPlates12THMAN_YellLeaders.jpg)

[http://www.myplates.com/images/12thman/MyPlates12THMAN\\_Collage.jpg](http://www.myplates.com/images/12thman/MyPlates12THMAN_Collage.jpg)

[http://www.myplates.com/images/12thman/MyPlates12THMAN\\_RichmondWebbandFriends.jpg](http://www.myplates.com/images/12thman/MyPlates12THMAN_RichmondWebbandFriends.jpg)

[http://www.myplates.com/images/12thman/MyPlates12THMAN\\_GaryKubiak.jpg](http://www.myplates.com/images/12thman/MyPlates12THMAN_GaryKubiak.jpg)

[http://www.myplates.com/images/12thman/MyPlates12THMAN\\_Creager.jpg](http://www.myplates.com/images/12thman/MyPlates12THMAN_Creager.jpg)

[http://www.myplates.com/images/12thman/MyPlates12THMAN\\_Reveille.jpg](http://www.myplates.com/images/12thman/MyPlates12THMAN_Reveille.jpg)

[http://www.myplates.com/images/12thman/MyPlates12THMAN\\_TaylorWhitley.jpg](http://www.myplates.com/images/12thman/MyPlates12THMAN_TaylorWhitley.jpg)



**Texas A&M University Athletics** is committed to "Building Champions" through academic achievement, athletic excellence and national recognition of student-athletes, teams and programs. Texas A&M's almost 650 student-athletes compete at the NCAA Division 1-A level in [20 varsity sports](#). The university officially became a member of the storied [Southeastern Conference](#) on July 1, 2012. Opened in 1876 as Texas' first public institution of higher learning, Texas A&M University is a research-intensive flagship university with more than 50,000 students — including 10,000 graduate students — studying in more than 120 undergraduate and 240 graduate degree programs in ten colleges. [www.aggieathletics.com](http://www.aggieathletics.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 159,000 My Plates since November 2009, putting more than \$18.8M 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).

**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 22 million vehicles; regulates vehicle dealers; credentials buses and big trucks for intrastate and interstate commerce; issues oversize and overweight permits; and awards grants to law enforcement agencies to reduce vehicle burglaries and thefts. Learn more at [www.TxDmv.gov](http://www.TxDmv.gov).

#### 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.
- My Plates and TxDMV use only “specialty” and “personalized” to refer to these plates, not “vanity,” which is pejorative and lacks accuracy.