

\$115,000 12THMAN PLATE GETS ROAR FROM 88,000 AGGIES A&M's 12THMAN Most Expensive Plate Ever Sold in Texas



From left: My Plates President Steve Farrar, Texas Department of Motor Vehicles Chairman John Walker III, Texas A&M University President Dr. R. Bowen Loftin, 12THMAN recipient Capt. Dan Moran, USMC (Ret), LtGen Joe Weber, USMC (Ret), VP of Student Affairs for Texas A&M. Url for hi-res photo: <http://fbf7b456e4fa33285ac4-f8d65b6687b374f99a97c8508290ce02.r86.cf1.rackcdn.com/12thmanPresentation.png>

September 14, 2013 (College Station, TX) – The man honored as an official 12THMAN in front of 88,000 roaring Aggies didn't even know it was coming. Dan Moran was just excited he was getting to attend *the* college game of the season at Kyle Field, home of the 12THMAN, as a proud member of the Class of 2003.



Then in the second quarter, Moran found himself in the company of Governor Rick Perry, as they made their way toward the east end zone. There, Moran was joined by Texas A&M University President R. Bowen Loftin, Texas Department of Motor Vehicles Board Chairman John Walker III, and My Plates President Steve Farrar. Walker presented Moran with the one and only 12THMAN license plate.

Texas A&M Regent Tony Buzbee, Class of 1990, former Marine Corps infantry officer and winner of the 12THMAN Plate Auction, won the plate with a bid of \$115,000 Thursday and instructed that the plate be given to Moran.

“Dan Moran epitomizes what it is to be a 12THMAN, not only to Texas A&M University, but to our country,” says Buzbee.

Moran earned both his undergraduate and MBA degrees from Texas A&M. As an undergraduate, he participated in the A&M Corps of Cadets as a Combined Aggie Band Commander. After graduation, Moran survived serious injuries during his two combat tours in Operation Iraqi Freedom, earning him the award of Purple Heart and the Navy Commendation Medal with Valor. He medically retired as a Captain from the United States Marine Corps and is now Chairman and CEO of Moran Enterprises.

Buzbee says, “Dan exemplifies the spirit of the 12THMAN and has lived a life of honor, courage and commitment – all hallmarks of Aggie Leadership.”

The \$115,000 paid for the exclusive 12THMAN plate will go to Texas A&M University and the General Revenue Fund of Texas.

Texas Department of Motor Vehicles Board Chairman and member of A&M Class of 76, John Walker III, said, “The TxDMV is proud to have been a part of this unique opportunity in Texas A&M history. Even if you aren’t lucky enough to be an Aggie, this is a great moment for everyone since 69% of the money raised in the 12THMAN auction goes into the State’s general revenue fund which helps pay for services for all Texans, and the remaining 31% will go to fund scholarships at Texas A&M. It is programs and innovative thinking like this that puts Texas out front of other states.”

My Plates President Steve Farrar says, “Much credit for the success of this event goes to our partners at Texas A&M University. Their call to Aggie fans has resulted in a runaway auction record in the State of Texas, and their fans make A&M license plates a top seller year-round. We feel fortunate to be a part of this remarkable display of pride in the 12THMAN tradition.”

See more auction results and photos at www.myplates.com/12THMAN.



As soon as the 12THMAN Auction ended, My Plates launched the CLASS Auction. This time, there are 100 plates up for bids, rather than one. The 100 messages are the series of CLASS 00 to CLASS 99.

Whereas 12THMAN targeted Aggies, the CLASS Auction plates could be significant to graduates of all kinds, high school, college, culinary school, boot camp, law enforcement academy--you get the idea. The CLASS messages can be purchased on any of My Plates' 36 designs that hold 7 characters. Here are a few examples:

Since November 2009, Texans have purchased more than 160,000 My Plates, putting more than \$19.1M 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.

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

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

My Plates designs and markets new specialty license plates as a vendor for the Texas Department of Motor Vehicles. Texans have bought more than 160,000 My Plates since November 2009, putting more than \$19.1M 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.etechnology.com) and Pinnacle Technical Resources of Dallas (www.pinnacle1.com), 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.

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.