

BIDDING STARTS TODAY FOR 12THMAN LICENSE PLATE

More Than 250 Fans Have Registered Interest



August 12, 2013 (College Station, TX) — Bidding opens at noon. The 12th Hour for the 12th Man. More than 250 Texans have registered interest in bidding on the one and only 12THMAN license plate in Texas. Aggie fans and former students can register for the MyPlates.com 12THMAN Auction at www.myplates.com/12THMAN.

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.

The auction is online only, and bidding starts today at noon and ends at noon on September 12, 2013 – two days prior to the Aggies' SEC showdown with defending national champion Alabama at Kyle Field.

Proceeds from the MyPlates.com 12THMAN Auction benefit Texas A&M University and the General Revenue Fund of Texas. My Plates is donating its share to the University.

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.



By law, only a Texas license plate sold at auction by My Plates can be transferred. However, if the winner of the 12THMAN plate chooses never to sell and instead hand the plate on to heirs, the plate might never be available again.

The plate has never been available before because only six letters were allowed on personalized plates in Texas until 2011. When the State made seven letters available, MyPlates.com reserved the plate message 12THMAN for auction, understanding such a highly sought-after plate has tremendous potential to raise money for the State of Texas and Texas A&M University.

“The 12th Man is a cornerstone of Texas A&M, and we are very excited to participate in this historic opportunity. There is a lot of buzz among our former students and loyal fans about the 12th Man plate, and it would not surprise me if this auction surpasses the current \$25,000 record for the highest price paid for a Texas license plate. With proceeds benefiting Texas A&M and the State of Texas, Aggies will know the plate will have an impact,” said Texas A&M Senior Associate Athletics Director Jason Cook.

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.

As a special honor, A&M will present the 12THMAN license plate to the My Plates auction winner in front of nearly 90,000 fans during the Texas A&M vs. Alabama game September 14th.

Since November 2009, Texans have purchased more than 156,000 My Plates, putting more than \$18.4M 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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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 156,000 My Plates since



November 2009, putting more than \$18.4M 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) 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.