

7 NEW DESIGNS FOR 7-CHARACTER PLATES!

32 Designs Available for 7-Day Event



For Immediate Release
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September 7, 2011 — 7 more ways to sport 7. Texans who purchase 7-character personalized license plates during My Plates' 7 for 7 event will have new background designs to choose from.

My Plates has added 7 new designs that will hold 7-characters. You can see all 32 designs above and find them on our site at www.myplates.com/go/freedom.

As we announced last month, 7 characters for 7 days begins NOVEMBER 7, 2011 at 7AM and ends NOVEMBER 14 at 7AM.

More than 13,000 Texans are registered to find out when they can buy 7-character personalized license plates, called Freedom plates.

Prices for the Freedom category plates are \$395 for one year, \$695 for five years, and \$795 for ten years—about an 80% savings! You can also put your order on layaway.

The last 7 for 7 event was March 7-14, 2011. Orders of 7-character plates that week put about \$600,000 in the state general revenue fund, which helps pay for services for all Texans.

From 1965 to early 2011, Texans had only six characters or fewer available for personalization.

To get more updates about 7 for 7, register at www.myplates.com/register.



Texans have bought more than 60,000 My Plates since November 2009, putting more than \$5.5M 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. Texans have bought more than 60,000 My Plates since November 2009, putting more than \$5.5M 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/>>

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/.