

FROM BURRITOS TO BASEBALL TO BYU: 15 NEW TEXAS LICENSE PLATES AVAILABLE TODAY



For Immediate Release
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May 31, 2011 (All Across Texas) –Here are 15 new designs that are available on official Texas license plates starting today. From burritos to baseball to BYU. For nurses, golfers, and fishermen. Longhorns, Cats, and Stars. These plates are available at www.myplates.com.

Here's a list of the 15 new designs:



Sports Teams: Texas Stars Hockey, Texas Motor Speedway, Fort Worth Cats Baseball Club

Colleges and High Schools: Coppell Cowboys, Brigham Young University Purdue University, Texas Longhorns Orange

Clubs and Associations: Guadalupe River Trout Unlimited, Texas Nurse Practitioners, 811 Texas

Corporate plates: Freebirds World Burrito & Ignite by Stream Energy

Non-sponsored plates: I'd Rather be Golfing, Large Star White/Pink, Deep in the Heart Flag

With this new group, My Plates now offers more than 100 license plate designs, with partners and themes as diverse as our state. Texans have bought more than 49,000 My Plates since November 2009, putting more than \$4.5M 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/.