

7 FOR 7 MAKES \$300,000 FOR TEXAS IN ONE WEEK

TEXANS ORDERED 1600+ SEVEN-CHARACTER PERSONALIZED PLATES



For Immediate Release
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November 14, 2011 – Texans ordered more than 1600 seven-character personalized license plates, called Freedom plates, in one week. The event is called 7 for 7 because Texans had 7 days to buy 7-character plates, from November 7-14 at www.myplates.com.

RESULTS:

1627 seven-character plates ordered
-1010 purchased immediately
-617 put on layaway

\$316,000 added to the Texas general revenue fund in one week

Prior to 7 FOR 7, some Texans bought select 7-character license plates at the Great Plate Auction January 13, 2011 at Cowboys Stadium. The highest bid was \$15,000 for FERRARI.

Texans have bought more than 70,000 My Plates since November 2009, putting more than \$6.7M 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 70,000 My Plates since November 2009, putting more than \$6.7M 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/.