

7 FOR 7 STARTS NOVEMBER 7 AT 7AM! Texans Get 7 Days to Order 7-Character Personalized Plates



For Immediate Release
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August 8, 2011 — Mark your calendar and reserve the fastest internet connection you can find. My Plates announces the dates for 7 FOR 7!

Starts: **NOVEMBER 7, 2011 7 AM**
Ends: **NOVEMBER 14, 2011 7 AM**

More than 12,000 Texans are registered to find out when they get the chance to buy 7-character personalized license plates, called Freedom plates. The sale is called 7 for 7, and it's happened only once before. There's just no tellin' when it will happen again.

If it's anything like last time, look out. The first time My Plates offered 7-character plates at large, Texans ordered almost *a million dollars* worth of personalized license plates in the first *day* of 7 for 7.

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

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.

From 1965 to early 2011, Texans had only six characters or fewer available for personalization, so for many Texans 7-character personalized plates have been a long time coming.

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



You can buy online at www.myplates.com or call 888-7MY-PLAT. Freedom plates start at \$395 a year, are \$695 for five years, and \$795 for ten years, which comes to \$79.50 a year—about an 80% savings. You can also put your order on layaway.

Texans have bought more than 57,000 My Plates since November 2009, putting more than \$5.2M 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 57,000 My Plates since November 2009, putting more than \$5.2M 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/.