

## THE MOST EXPENSIVE LICENSE PLATE EVER SOLD IN TEXAS? Texas's First Official State Auction of License Plates Will Set Records



For Immediate Release  
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June 10, 2010 (Austin/Dallas, TX) In Abu Dhabi, an oil sheikh paid \$14 million for “1.” In Delaware, a collector paid \$675,000 for “6.” What will a Texan pay for “**COWBOYS**?” We’ll find out at the state’s first-ever live auction of official Texas license plates.

Maybe NFL owner, Jerry Jones, will bid for the exclusive right to celebrate his team on the bumper of his car?

Maybe oil tycoon turned clean energy guru, T. Boone Pickens, will offer some competition to celebrate the Cowboys of his alma mater Oklahoma State?

Or maybe seven-time World Champion All-Around Cowboy, Ty Murray, will ride in from Stephenville to throw his hat in the ring?

“COWBOYS” is one of 30 combinations for personalized official Texas license plates that will be auctioned live in September at a one-night event at Dallas Cowboys Stadium. More combinations will be announced in the weeks to come.

**One of these 30 combinations will set a record in Texas for the most expensive license plate sold in the state.** Bidding begins with no reserve. The value of the lots is guaranteed by a series of firsts in Texas:

-The first time the state legislature has approved a license plate auction.

-The first time Texans can buy a personalized license plate with full 7-character personalization.

-The first time Texans can buy a license plate that's good for 25 years, with the option to renew.

-The first time Texans can buy a personalized license plate that is *fully transferable*.

(Prior to this auction, if you snagged a coveted plate combination you could not sell the right to that combination to someone else, no matter what they were willing to pay. You could renew it or turn it back in to the state, but you couldn't sell it. With auction plates, you can.)

The auction will be held under the authority of the state legislature, under the supervision of the Texas Department of Motor Vehicles, and under the management of My Plates, the state's specialty license plate vendor.

The majority of auction proceeds will benefit the state general revenue fund. My Plates and designated charities will also receive a portion of the proceeds.

To register your interest in the auction, go to [www.myplates.com](http://www.myplates.com).

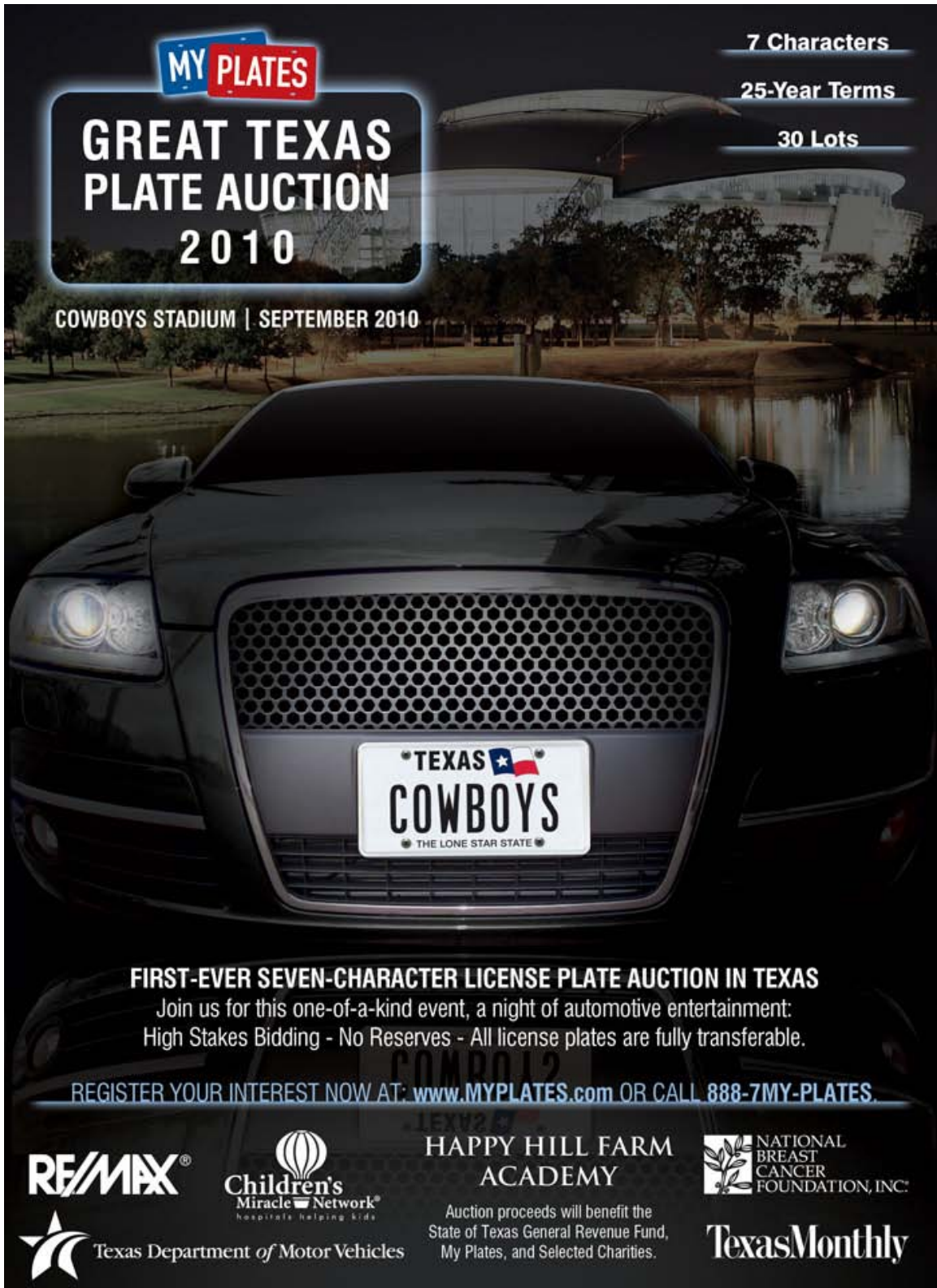
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Contact Kim Miller Drummond (512) 423-4237 or [kim@myplates.com](mailto:kim@myplates.com).

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. The legislature, the law, TxDMV, and My Plates use only "specialty" and "personalized" to refer to these plates, not "vanity," which is slang that rarely fits the diverse stories behind the plates thousands of perfectly humble Texans have a lot of not-at-all-vain fun displaying.

Visuals: Create custom graphics using our site: [www.myplates.com](http://www.myplates.com). Video of the Abu Dhabi Auction is at [http://www.youtube.com/watch?v=\\_jEvV5mXS8k](http://www.youtube.com/watch?v=_jEvV5mXS8k). Video of the Delaware Auction is at <http://www.cbsnews.com/video/watch/?id=3995071n>

Auction poster:



**MY PLATES**  
**GREAT TEXAS  
PLATE AUCTION  
2010**

**7 Characters**  
**25-Year Terms**  
**30 Lots**

**COWBOYS STADIUM | SEPTEMBER 2010**

**FIRST-EVER SEVEN-CHARACTER LICENSE PLATE AUCTION IN TEXAS**  
Join us for this one-of-a-kind event, a night of automotive entertainment:  
High Stakes Bidding - No Reserves - All license plates are fully transferable.

REGISTER YOUR INTEREST NOW AT: [www.MYPLATES.com](http://www.MYPLATES.com) OR CALL **888-7MY-PLATES**

**RE/MAX**  
Texas Department of Motor Vehicles

**Children's  
Miracle Network**  
hospitals helping kids

**HAPPY HILL FARM  
ACADEMY**  
Auction proceeds will benefit the  
State of Texas General Revenue Fund,  
My Plates, and Selected Charities.

**NATIONAL  
BREAST  
CANCER  
FOUNDATION, INC.**

**TexasMonthly**



**Background:**

The Texas state legislature is the first in the U.S. to order the hire of a private vendor to create, market, and sell new license plate designs as a way to raise money for the state. The program has been popular because it costs taxpayers nothing, makes \$25M for the state, and offers all Texans a fun choice in customizing their cars. In August 2009, the state awarded the contract to operate the My Plates program to a joint venture between Etech, Inc. of Nacogdoches ([www.etechnic.com](http://www.etechnic.com)) and Pinnacle Technical Resources of Dallas ([www.pinnacle1.com](http://www.pinnacle1.com)). My Plates is a contracted vendor with the Texas Department of Motor Vehicles (TxDMV). Since sales began November 19, 2009, Texans have bought more than 14,000 My Plates for total sales of about \$3M.

**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](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** is responsible for the registration, titling and credentialing of personal and commercial vehicles. It also licenses vehicle dealers and issues operating authority for commercial motor vehicles and buses. TxDMV also is home to the Auto Burglary and Theft Prevention Authority (ABTPA), which awards grants to law enforcement agencies to reduce auto theft and increase public awareness and education. To learn more, go to [www.TxDmv.gov](http://www.TxDmv.gov).

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