

18 NEW TEXAS LICENSE PLATES AVAILABLE NOW FROM TURKEYS TO SPURS TO WILDCATS



For Immediate Release
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September 26, 2011 (All Across Texas) —Here are 18 new designs that are available now on official Texas license plates. From the turkey hunt to the roadhouse, we have Texas covered. Spurs, Rockets, and Wildcats. These plates are available at www.myplates.com.

The Houston Rockets and San Antonio Spurs are the only two professional sports team in this plate release. The Dallas Mavericks plate is scheduled to release in a few weeks.

Three Texas school districts are represented: Bishop Lynch High School, Lake Dallas ISD, and Prosper ISD.

Eleven universities make up a large part of the new offering, ten of them out-of-state schools:

Boise State University
Georgia Tech University
Grambling University
Mississippi State University
Texas A&M University Corpus Christi
University of Arizona

University of Illinois
University of Kansas
University of Kentucky
University of Mississippi
University of Missouri

(With these additions, My Plates now offers specialty plates supporting nine teams in the Big 12 college football conference, nine teams in the SEC, and three teams in the Big 10. In all, ten of twelve FBS conferences have a college plate in the My Plates program.)



The National Wild Turkey Federation and corporate plates for Texas Roadhouse round out the list of 18 new plate designs.

With this new group, My Plates now offers more than 120 license plate designs, with partners and themes as diverse as our state. Texans have bought more than 61,000 My Plates since November 2009, putting more than \$5.6M 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 61,000 My Plates since November 2009, putting more than \$5.6M 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.