

TEXANS MAY NOW ORDER PLATES AT COUNTY TAX OFFICES All 254 Counties in Texas Offer My Plates at the Counter



For Immediate Release
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June 22, 2010 (Austin, TX) Step right up. Now you can order My Plates at your local county tax office. Previously, Texans could order My Plates only online or over the phone, then pick them up at the County Tax Assessor/Collector's Office. Now, all 254 counties in Texas can sell My Plates right at the counter.

To avoid causing long lines, it will be helpful if customers have the following information ready before arriving at the counter:

- vehicle category: car, motorcycle, RV, etc.
- design: which of the 25+ My Plates designs you want
- message: whether to personalize; if so, have your message ready
- term: how long a term you want to buy: 1, 5, or 10 years
- vehicle info: VIN, proof of insurance, and ID

If you present your vehicle information when you order, county agents will link your new plates with your vehicle registration. You'll be issued a temporary tag at that time. The actual plates will arrive in the mail about three weeks later.

Of course, Texans can continue to order My Plates online at www.myplates.com or by calling 888-7MY-PLATES.

My Plates prices range from \$55 to \$195 for a one-year plate. The yearly cost gets lower when plates are purchased for 5 or 10 years.

All inquiries about the Great Plate Auction of Texas will continue to be addressed through the My Plates web site. The auction will be held September 22 at Dallas Cowboys Stadium in Arlington. To register your interest in the auction, go to www.myplates.com.

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



Interviews: Many County Tax Assessor/Collectors may be available for interviews. Contact Kim above or your county tax office directly.

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 for your media outlet using our site:
www.myplates.com.

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) and Pinnacle Technical Resources of Dallas (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 15,000 My Plates for total sales of about \$3.4M.

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 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.

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