MY PLATES, INC.

This document contains information that is proprietary and/or trade secrets belonging to MPI. This document and its contents are for the review of TxDOT and Transportation Commission personnel and members only and should not be disclosed to third parties without the consent of MPI and/or as required by law.

SEDGWICK Cormsul)
DETERT, MORAN & ARNOLD LLF
AND APPLIATE PATIVES

919 Congress Avenue, Suite 1250 Austin, Texas 78701-3656 Direct, 512 481 8434 Tel: 512 481.8400 Fax 512 481 8444 michael.shaunessy@sdma.com

> Michael A. Shaunessy Attorney at Law

Received at TxDOT GSD

MAY 17 2007

Records Support Group

1: 25 pw

ORIGINAL



MY PLATES, INC. 1304 West Avenue, Austin, Texas 78701

May 18, 2007

Mr. Jess R. Castilleja, CTPM, CPPB, CTP Texas Department of Transportation General Services Division — Purchasing 3800 Jackson Avenue, Bldg. #5 Austin. Texas 78731

Dear Mr. Castilleja

My Plates, Inc. (MPI) is pleased to submit its response to the Texas Department of Transportation (TxDOT)
Request for Proposal (RFP) for Marketing and Sale of Specialty License Plates (RFP Number B442007005563000).
It is recognized that TxDOT is an agency leading business growth and change in the State of Texas. With this RFP,
TxDOT is on the cusp of becoming the country's leader in the marketing and sale of specialty plates. MPI looks
forward to doing everything it can to support you in this effort.

MPI has carefully reviewed TxDOT's requirements and has developed a response that thoroughly addresses all of the marketing and process specifications. While we understand this is a new program with many unknowns and challenges, we believe MPI has a strong commitment to the program that will bring about great success. We would welcome the opportunity to further demonstrate our enthusiasm and share our ideas in person at the appropriate time.

MPI is an exclusive provider of services for the marketing and sale of specialty plates and as such, the information contained in MPI's response to the RFP is proprietary and/or contains trade secrets of MPI. In the event that a request is made under Chapter 552, Government Code, for information contained in this response, MPI requests it be given the opportunity to object to the release of the submitted information pursuant to Sections 552.305, Government Code and Open Records Decision No. 542 (1990).

We are very excited and fully committed to working with TxDOT on this innovative project. An executive summary that highlights the key points of our proposal and reinforces the depth of our experience is provided to support our response.

Please contact Darrel Hunt, our designated TxDOT Point of Contact, at (512) 971–2303 with any questions or requests that you might have regarding our response. We look forward to the next steps in the evaluation process.

Sincerely

James G. Power Chief Executive Officer

My Plates, Inc.

Executive Summary

World Class Team, World Class Experience

My Plates, Inc. has assembled a highly qualified, world-class team of companies with experts that will focus on maximizing TxDOT specialty plate revenue, providing TxDOT an additional \$100-\$200 million revenue increase over the first five years. The caliber of this team is demonstrated by the fact that no one else has this set of intellectual properties and proven ability to deliver compound double-digit specialty plate sales increases for nine consecutive years. The companies and individuals on our team have been hand-picked with expertise in all necessary areas: TxDOT Registration and Titling System, Texas Online, state government financial transactions, advertising, consumer marketing, sales, call center management, web-friendly design, customer service, bilingual support, special plate design and state and local business.

Understanding the Texas Marketplace and Opportunity

Texas has approximately 1% market penetration in special plates. Through the skills, knowledge and proven experience of this team, we will increase market penetration to over 5%. Independent and proprietary research already conducted by Texas-based Publicis among likely Texas consumers has shown that the right plate designs and marketing programs can drive significant increases in market penetration.

The desire to express one's individuality and affiliations is a strong characteristic of Texans. A fully-developed specialty plate program will provide Texans with a greater opportunity to express their pride and show their personalities. Within the total registered vehicle owners in Texas, there are multiple sub-sets of strong consumer markets for specialty plates including the Hispanic market, first-time car buyers, new Texans and enthusiasts. The MPI team's depth of understanding of how to connect with and motivate these consumers will drive the ultimate success of this program.

A History of Innovative Technology and Service Success

Our experience and best-in-class partners in the area of technology and customer service will provide a seamless infrastructure to implement the program. Again, our history comes into play. MPI not only has a nine-year successful record of implementing technology and customer service for an identical program, we have technology partners in Allied Consultants and Texas GovLink that have extensive experience working with TxDOT. Also, we have developed proprietary software that has significantly driven the marketing and sales of specialty plates in Australia.

A Passion for This Business

Finally, we love this business. It's in our blood and we love the fact that it is an opportunity to provide a worthy public service to the great state of Texas. We have a long and passionate history in the specialty plate business and our MPI team is full of genuine Texas enthusiasts. We believe we would be highly competent and passionate partners for TxDOT, helping drive a very successful program that will be held up as the standard for the specialty plate business around the country.

SCHEDULE 3

MINIMUM QUALIFICATIONS REQUIREMENT

Respondent Name: My Plates, Inc.

DESCRIPTION OF QUALIFICATION	PARAGRAPH	RESPONDENT INDICATE LOCATION BELOW PAGE: PARA:
Be a company engaged in the business of creating consumer product demand for a minimum of three years experience within the last five years. Recent start-up businesses do not meet the requirements of this solicitation	6.1	Section 22.2.3.1 pg. 5 Section 22.2.5.1 pgs. 16-17 Section 22.2.5.4 pgs. 22-23
Experience in consumer product market research, product branding, creating and placing advertising, media relations, public relations, and sales. Experience marketing SLP is preferred.	6.2	Section 22.2.5 pgs. 16-26 Section 22.2.7 pgs. 68-82
Have a performance record demonstrating sustained increased product sales for products they have marketed within the last five years.	6.3	Section 22.2.5.1 pgs. 16-17
Have a minimum of three years of experience within the last five years providing sales processing and funds management services and demonstrate experience in use of General Accepted Accounting Practices (GAAP).	6.4	Section 22.2.5.5 pg. 23 Section 22.2.11 pg. 107
Be in good financial standing, not in any form of bankruptcy, current in payment of all taxes and fees such as state franchise fees. Submit the most recent two years audited financial statements, or if audited financial statements are unavailable, un-audited financial statement shall be submitted and certified as true, correct and accurate by the chief financial officer or treasurer of the respondent company.	6.6	Section 22.2.4 pgs. 8-15
PROJECT MANAGER. The respondent shall designate a PM with a minimum of three years experience within the last five years in project management for similar services	7.1	Section 22.2.6.1 pg. 27 Section 22.2.6.2 pg. 28
TEAM MEMBERS: The respondent shall designate team members with a minimum of one year of experience within the last three years in the services. Team Members shall have the knowledge to develop and implement the service requirements in this solicitation.	7.2	Section 22.2.6.1 pg. 27 Section 22.2.6.2 pgs. 28-33

THESE ARE THE MINIMUM QUALIFICATIONS RESPONDENTS SHALL MEET. FAILURE TO MEET THE MINIMUM QUALIFICATIONS WILL RESULT IN THE RESPONSE BEING DISQUALIFIED AND NO LONGER CONSIDERED.

RESPONDENT SHALL SUBMIT THE FOLLOWING PAGE WITH THEIR RFP SUBMITAL FAILURE TO SUBMIT SHALL RESULT IN THE RESPONSE BEING DISQUALIFIED AND NO LONGER CONSIDERED.

SECTION 1 — Schedule 4 - Signed and Dated Execution of Proposal —————	——— Page 1
SECTION 2 — Schedule 2 - Fee Schedule and Percentage State Revenue Share ———	Page 3
SECTION 3 — Company History and Profile ————————————————————————————————————	Page 5
SECTION 4 — Financial Standing —	—— Page 8
SECTION 5 — Respondent Qualifications and Experience ———————————————————————————————————	——— Page 16
SECTION 6 — PM and Team Member Qualifications ————————————————————————————————————	Page 27
SECTION 7 — Marketing and Promotional Activities ————————————————————————————————————	Page 34
SECTION 8 — Proposed Design Ideas ————————————————————————————————————	——— Page 83
SECTION 9 — Customer Service Requirements ————————————————————————————————————	—— Page 98
SECTION 10 — Application Processing Requirements	——— Page 103
SECTION 11 — Funds Management Requirements —	——— Page 107
SECTION 12 — Reporting Requirements ————————————————————————————————————	——— Page 110
SECTION 13 — Quality Assurance Plan	——— Page 112
SECTION 14 — Business Continuity and Disaster Recovery Plan	Page 116
SECTION 15 — Schedule 1 — Respondent Reference Sheet ———————————————————————————————————	——— Page 118
SECTION 16 — HUB Subcontracting Plan ————————————————————————————————————	——— Page 137
APPENDICES ————————————————————————————————————	

SCHEDULE 4

EXECUTION OF PROPOSAL RFP NO. B442007005563000

DATE: May 18, 2007

RESPONDENT SHALL COMPLETE AND RETURN THIS EXECUTION OF PROPOSAL WITH THEIR RESPONSE. FAILURE TO DO SO WILL RESULT IN DISQUALIFICATION OF THE SOLICITATION.

By signature hereon, the respondent certifies that:

All statements and information prepared and submitted in the response to this RFO are current, complete and accurate.

He or she has not given, offered to give, nor intends to give at anytime hereafter, any economic opportunity, future employment, gift, loan gratuity, special discount, trip, favor, or service to a public servant in connection with the submitted response. Failure to sign the Execution of Offer or signing it with a false statement shall void the submitted offer or any resulting contracts.

Neither the respondent or the firm, corporation, partnership, or institution represented by the respondent or anyone acting for such firm, corporation, or institution has violated the antitrust laws of this State, codified in Section 15.01, et seq., Texas Business and Commerce Code, or the Federal antitrust laws, nor communicated directly or indirectly the offer made to any competitor or any other person engaged in such line of business

By signing this proposal, respondent certifies that if a Texas address is shown as the address of the respondent qualifies as a Texas Resident Bidder as defined in Rule 1 TAC 111.2.

Under Section 2155.004, Texas Government Code (TGC), the contractor certifies that the individual or business entity named in this bid or contract is not ineligible to receive the specified contract and acknowledges that this contract may be terminated and payment withheld if this certification is inaccurate.

Under TGC, Title 5, Subtitle D, Section 231.006, Family Code (relating to child support), the individual or business entity named in this solicitation is eligible to receive the specified payment and acknowledges that this contract may be terminated and payment withheld if this certification is inaccurate. The response includes the names and Social Security Numbers of each person with a minimum of twenty-five percent (25 percent) ownership of the business entity submitting the response. Respondents that have preregistered this information on the TBPC Centralized Master Bidders List have satisfied this requirement. If not pre-registered, provide the names and Social Security Numbers with the Execution of Proposal.

Respondent is in compliance with TGC, Title 6, Subtitle A, Section 618.001, relating to contracting with an executive of a state agency. If Section 618.001 applies, respondent shall provide the following information as an attachment to this response. Provide the Name of former executive, name of state agency, date of separation from state agency, position with respondent, and date of employment with respondent.

Respondent agrees that any payments due under this contract will be applied towards any debt, including but not limited to delinquent taxes and child support that is owed to the State of Texas.

Respondent represents and warrants that the individual signing this Execution of Offer is authorized to sign this document on behalf of the respondent and to bind the respondent under any contract resulting from this proposal.

SPECIFICATION NO. TXDOT 961-53-46 DATED: JANUARY 2007

SCHEDULE 4

EXECUTION OF PROPOSAL – CONTINUED RFP NO. B442007005563000

DATE: May 18, 2007

Respondent represents and warrants that the individual signing this Execution of Proposal is authorized to sign this document on behalf of Respondent and to bind Respondent under any contract resulting from this proposal.

RESPONDENT (COMPANY): My Plates Inc.	
SIGNATURE (INK):	
NAME (TYPED/PRINTED): James Power	TITLE: CEO
STREET 1304 West Avenue	CITY/STATE/ZIP: Austin, TX 78701
TELEPHONE NO. and FACSIMILE No: 512.2	236.8535 telephone; 512.236.8565 fax
EMAIL ADDRESS: james@powerindustries.c	com.au
PAYEE IDENTIFICATION NUMBER (PIN): 3	2004645316
Preference and Vendor EIN check below if Pre	eference claimed under Rule 1 TAC 113.8.
Agricultural products produced or grown Agricultural products and services offere USA produced supplies, materials and e Products produced at facilities located of Products and services from economical Source Preference Products of persons with mental or phys Vendors that meet or exceed air quality part in a designated non-attainment are by§386.001, health and safety codes. Specification Preferences	ed by Texas bidders. equipment. on formerly contaminated property. ly depressed or blighted areas.
of your company, full name of the signer, mail	the heading of this solicitation, you must write the full name ling address and vendors Texas Identification Number (TIN Taxpayer number assigned and used by the Comptroller of lown, provide the following:
Federal Identification Number:	
2. Sole Owner must also enter Social Securit	y Number:

SPECIFICATION NO. TxDOT 961-53-46 DATED: JANUARY 2007

SCHEDULE 2

FEE SCHEDULE AND PERCENT STATE REVENUE SHARE DESIGN AND MARKETING OF SPECIALTY LICENSE PLATES

INSTRUCTIONS

Enter one proposed percentage (%) State Revenue Share number. DO NOT ENTER a range of %. If a range of % is entered, the lowest % will be used for evaluation (NOTE: Final fee schedule and % State Revenue Share will be negotiated with selected vendor(s). State Revenue Share is over and above any costs payable to TxDOT for plate production, set-up, etc.) *The \$75 sales price is for RFP evaluation purposes only.

Plate Category	Sales Price	Respondent Proposed Percentage to be State's Revenue Share	Respondent Proposed Percentage to be State's Share of 1st renewal	Respondent Proposed Percentage to be State's Share of 2nd and subsequent renewals
Non-qualifying SLP	\$75*	(Must be a minimum of 20%)	(Must be a minimum of 30%)	(Must be a minimum of 40%)
		<u>50</u> %	<u>60</u> %	· <u>70</u> %

THIS PAGE OR A REASONABLE FACSIMILE SHALL BE RETURNED WITH THE RESPONSE. FAILURE TO RETURN THIS PAGE OR A REASONABLE FACSIMILE WILL RESULT IN THE RESPONSE BEING CONSIDERED NON-RESPONSIVE.



Notes to Schedule II

To further increase state revenue, there are other new specialty plate areas in addition to the design, approval, marketing, advertising and sale of "standard" specialty plates at \$30-75 annually. MPI will propose for TxDOT approval:

- A. Use of 7 character personalized plates. It is recognized that numerous valuable logos/names/slogans become available when this opportunity arises. We will propose pricing schedules for department approval that will significantly increase state revenue.
- B. In conjunction with both the 7 characters and standard character combinations, we will propose pricing schedules for premium/luxury limited-production plates. Through marketing, advertising and partnering we will develop an increased perception of value in the minds of consumers for these plates. The result would be to create a market for these premium plates at much higher prices and thus much higher revenue to the state.

One scenario would be to partner with BMW Corporation, their advertising company and BMW dealers, where "BMW0001-BMW9999" would be sold at a higher up-front price (e.g., \$500, with an additional annual fee). This would significantly increase state revenue in initial years, as well as overall long-term state revenue streams.

Another example would be to utilize valuable, recognized, 3-4 character acronyms such as "DFW" or "TAMU" with only 100 plates issued in the series applying a "00-99" suffix. Through our experience and marketing we would establish that series as a "valued" combination that target markets would find desirable. As a limited-edition plate series it might warrant a \$1,000 up-front purchase price with an ongoing \$100 annual fee.

Through advertising, marketing and experience MPI proposes to increase state specialty plate revenue by tens of millions annually. These innovative methods would use all department rules and standards and would be submitted for approval to VTR/TxDOT Commission on standard pricing schedules.





22.2.3. SECTION 3 - COMPANY HISTORY AND PROFILE:

22.2.3.1. A brief description of the company, including the company name, address, phone number, legal status (i.e., corporation, partnership, etc.).

My Plates, Inc. is a corporation organized under the Texas Business Corporation Act with its principal place of business located in Austin. Our registered office and agent is:

c/o Allied Consultants, Inc. 1304 West Avenue Austin, Texas 78701 Phone: 512,236,8535

Power Industries, an Australian-registered corporation, owns My Plates, Inc. (MPI) and among other interests, operates Personalised Plates Queensland (PPQ based in Australia), a successful joint venture with the State's Department of Transport for the sale and marketing of specialty and personalized license plates.

My Plates, Inc. has brought together the team of Publicis, Allied Consultants, Texas GovLink, Lockart, Atchley & Associates as well as Sedgwick, Detert, Moran & Arnold LLP in response to TxDOT's RFP. My Plates, Inc. brings almost 10 years of experience in the marketing of specialty plates and the team as a whole brings decades of experience in marketing in Texas, funds management, accounting, legal and information technology as well as significant experience working directly with TxDOT. This team was hand-picked and specially designed for the exact needs of this program.

ACCOUNTANTS

Evonne Greene-Jones — Partner Lockart, Atchley & Associates, LLP 6850 Austin Center Boulevard, Suite 180 Austin Texas 78731 Phone: 512-346-2086





IT PARTNER

Danny Krause — President Allied Consultants, Inc. 1304 West Avenue Austin Texas 78701 Phone: 512,236,8535

Marketing Partner

Klaudia Flanigin — Senior Vice President Publicis 14185 North Dallas Parkway, Suite 400 Dallas, Texas 75254 Main: 972.628.7500 Fax: 972.628.7780

Internet URL: www.publicis.com

Publicis includes Publicis Mid America and is part of Publicis U.S., an operating unit of Publicis Groupe (NYSE: PUB). Also included as part of Publicis' holistic team are Publicis Consultants (PR), Bromley Communications (Hispanic), Optimedia (Media Planning and Buying) and Modem Media (Interactive Services).

Law Firm

Sedgwick, Detert, Moran & Arnold LLP One Market Plaza Steuart Tower 8th Floor San Francisco, California 94105 Phone: 415.781.7900 Fax: 415.781.2635 www.sdma.com





Austin Offices of SDM&A Laura Prather — Partner 919 Congress Avenue Suite 1250 Austin, Texas 78701 Tel: 512.481.8400 Fax: 512.481.8444

Founded in 1933, Sedgwick, Detert, Moran & Arnold is one of the largest firms focusing on litigation with over 360 attorneys in 13 offices worldwide.

22.2.3.2. Name, phone number and email address of the person TxDOT should contact with any questions regarding the response submission.

Local Contact:
Darrel Hunt
512.971.2303
dhunt11@austin.rr.com

22.2.3.3. Name and title of person signing the response.

James Power, CEO My Plates, Inc. 61.7.3832.7205 (Australia) james@powerindustries.com.au





22.2.4. Section 4 — Financial Standing: Submit the most recent two years' audited financial statements. or if audited financial statements are unavailable, unaudited financial statements shall be submitted and certified as true, correct and accurate by the chief financial officer or treasurer of the respondent's company (Ref. Para. 6.6.).

The Power Group (Including My Plates, Inc.)

Special Purpose
Statements of Financial Standing

For periods ended

30th June 05, 30th June 06 and 30th June 07

Prepared for inclusion in RFP B442007005563000 Specification No:TxDOT 961-53-46





The Power Group (Including My Plates, Inc.) Special Purpose Statement of Financial Performance For periods ended 30th June 05, 30th June 06 and 30th June 07

	Forecast	Actual	Actual
	Jun-07	Jun-06	Jun-05
Income			
Sales	9.533.235	7.732.735	7,326,942
Cost of Sales	-121. 29 2	-25.144	-166 <i>.</i> 925
Investment Income	1.977.850	1.429.822	476.874
Rent Received	157,932	143.899	27.834
Service Fees	1.026.857	781.029	839.260
Gross Profit	12.574.582	10.062.341	8,503,985
Other Income			
Gain on Disposal of Assets	-241.834	6.113	139
Income	12.332.748	10.068,454	8.504.124
Less Overheads	4,521,184	4.589,296	4.387.126
EBIT	7,811,564	5.479,158	4.116.998





The Power Group (Including My Plates, Inc.) Special Purpose Balance Sheet For periods ended 30th June 05, 30th June 06 and 30th June 07

	Forecast Jun-07	Actual Jun-06	Actual Jun-05
Assets	\$	\$	\$
Assets Current Assets			
Cash & Receivables	3,719,808	2.116.033	2.368,407
Inventories	101,948	240,940	846,512
Debtors & Prepayments Note (2)	750,584	668.247	641,909
peniors & Frepayments note (2)	730,304	000.247	
Total Current Assets	4.572.340	3,025,220	3,856,828
Non-Current Assets			
Buildings	1.123.063	1,123.063	1.123.063
Less Accum Depn	-345.393	-338.675	-313,931
Plant & Equipment	82.750	208.923	213,732
Less Accum Depn	-52.632	-120.775	-102,742
Motor Vehicles	56.817	93.864	80,817
Less Accum Depn	-6.450	-27.535	-12.492
Farm Land Clearing Costs	0	222.103	90,300
Borrowing Costs	0	0	4,615
Total Non-Current Assets	858.154	1,160,969	1,083,362
Investments			
Government Contracts (NPV) Note (3)	43.186.048	47.194.723	49,561,624
Direct Shares	100.000	297.764	70,000
Managed Investments	7.663,898	6.169.118	3,613,814





The Power Group (Including My Plates, Inc.) Special Purpose Balance Sheet For periods ended 30th June 05, 30th June 06 and 30th June 07, Cont'd.

Total of Investments	50.949.946	53,661,605	53,245,438
Total Assets	56,380,440	57.847.794	58,185,628
Liabilities			
Current Liabilities			a
Expenses Accrued	0	0	-
Deposits Held & Prepaid Rent	2,000	10,153	9.916
Fees & Investments Payable	126.434	145,159	44.229
Super, PAYG & Payroll Tax Payable	3,500	5.149	9.882
GST Collected (Paid)	185,000	166,305	152,884
Total Current Liabilities	316,934	326.766	216.911
Non-Current Liabilities			4 500 000
Bank Bills	8	8	1,588.800
HP Finance Liability	0	21.490	27.225
Total Non-Current Liabilities	0	21,490	1,527,225
Total Liabilities	316.934	348.256	1,744,136
Shareholders/Beneficiaries Funds Note (2) 56.063,506	57,499,538	56.441.492
Total Liabílities & Equities	56,380,440	57,847,794	58,185.628





Notes to the Financial Statements

Note 1 Accounting Policies

(a) General Information

Accounts prepared using data from two main trading entities

- (1) Power Industries Pty Ltd atf The Power Property Trust
- (2) Personalised Plates Holdings Pty Ltd atf The Melrose Family Trust

(b) Basis of Accounting

General purpose financial reports have been prepared for all periods. The Australian Equivalents to the International Financial Reporting Standards (AIFRS) have not been adopted for these reports, forecast for 06/07 based on nine months actuals to March 2007 and estimates for three months April. May and June 2007.

Note 2 Consolidation

The consolidated financial statements include financial statements of entities with common ownership where it is determined that there is a capacity to control as defined in AASB 127. All balances and transactions between group entities have been eliminated on consolidation.

Note 3 Valuation Method for Government Contracts

Valuation of future net income receivable under Government Contracts included on balance sheet as investment asset as part of management accounts.

Valuation performed using established financial mathematics calculation Net Present Value (NPV), checked and certified by external Accountants as per the compilation report.

These special-purpose management accounts are not AIFRS Compliant. IFRS Accounting and Auditing standards have not been used for the purpose of valuing the contract.





DIRECTOR'S DECLARATION

The director has determined that the company is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies outlined in the notes to the financial statements.

The director of the company declares that

- The financial statements and notes present fairly the company's financial position as at 30th June 2005,2006 & 2007 forecast and it's performance for the year ended on that date in accordance with the accounting policies described in Note 1 to the financial statements;
- In the director's opinion there are reasonable grounds to believe that
 the company will be able to pay it's debts as and when they become
 due and payable.

This declaration is made in accordance with a resolution of the director.

Dated this Seventeenth day of April 2007

James Gerard Power Director

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Chartered Accountants

Level 30 Central Plaza One 345 Queen Street Brisbane Q 4000 GPO Box 1144 Brisbane Q 4001 Ph 07 3222 8444 / Fax 07 3221 7779 Website www.jr.com au Email jr@jr.com.au

Compilation Report To The Power Group ("the Client") Website www.jr.com au

Scope

On the basis of information provided by the Client, we have compiled in accordance with APS 9 "Statement on Compilation of Financial Reports" the attached special purpose financial report of the Client for the periods ended 30th June 2005, 2006 and 2007 (forecasted).

The special purpose financial report has been prepared for the purpose of management. Accounting Standards and UIG Consensus Views have not been adopted in the preparation of the special purpose financial report.

The Client is solely responsible for the information contained in the special purpose financial report and has determined that the accounting policies used are consistent with the financial reporting requirements of the Client's constitution and are appropriate to meet the needs of management.

Our procedures use accounting expertise to collect, classify and summarise the financial information, which the Client provided, into a financial report. Our procedures do not include verification or validation procedures. No audit or review has been performed and accordingly no assurance is expressed.

To the extent permitted by law, we do not accept liability for any loss or damage which any person, other than the Client, may suffer arising from any negligence on our part. No person should rely on the special purpose financial report without having an audit or review conducted.

The special purpose financial report was prepared for the benefit of the Client and purpose identified above. We do not accept responsibility to any other person for the contents of the special purpose financial report.

AIFRS accounting and auditing standards have not been adopted for this special purpose financial report. In addition, the valuation of the future income stream on government contracts has been undertaken by the director adopting a NPV calculation. IFRS has not been used for the purpose of valuing the Government contract.

Inter-entity debtors, creditors, distributions and loans have been eliminated to provide a consolidated position for Power Industries Pty Ltd atf Power Property Trust and Personalised Plates Holdings Pty Ltd atf Melrose Family Trust (the main trading entities in The Power Group). Furthermore, please note that there is no provision for income tax depicted in the Special Purpose Financial Statements as the distribution of accounting income will be in accordance with the respective Corporate Trustee Resolutions before the end of the current financial year. The beneficiaries of trust such trust distributions are responsible for attending to their respective income tax obligations (not the corporate trustee).

Brisbane, Queensland

Date 17th April 2007.

Johnston Rorke Chartered Accountants

uston Roske



22.2.5. Section 5 — Respondent Qualifications and Experience: The respondent shall demonstrate successful past performance through submission of documentation showing relevant qualifications and experience.

22.2.5.1. Provide a brief summary of experience in consumer product market research, product branding, creating and placing advertising, media relations, public relations, sales and the general nature of previous work your company has performed in three of the last five years.

My Plates, Inc.

Over the last eight years the leadership of MPI has successfully operated a business on behalf of the Department of Transport for the sale and marketing of specialty and personalized license plates in Queensland, Australia.

The driving forces behind this business are the website (www.ppq.com.au) with its unique and trademarked "Create a Plate" concept (see attached Certificate of Registration of Trademark) and a customer service center dedicated solely to the sale and marketing of license plates.

The PPQ team has developed fresh and exciting license plate products, arranging for their approval through the appropriate authorities, and has crafted an integrated marketing campaign to promote the sale of these products. The team has also seamlessly provided back-office operations, namely sales processing and funds management services, necessary to support the growing specialty plate business.

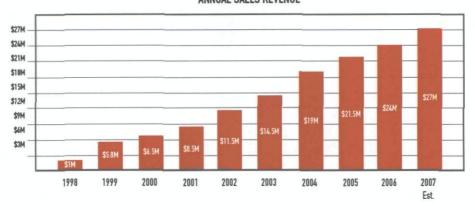
The marketing campaign utilizes both qualitative and quantitative market research (gauging awareness, perceptions, predisposition to purchase, key buyers and reasons to purchase), followed by development and implementation of a fully integrated marketing plan designed to generate sales. Operation of the business involves conducting extensive research, creating, planning and placing advertising across all mediums, as well as actively arranging comprehensive and successful public relations campaigns.

PPQ's revenue from plate sales has grown steadily at double-digit compound levels since inception in 1998 (see graph on next page) and is conservatively forecast to exceed \$27.0M for 2007. Revenue from the sale of plates for the year 1997 (prior to commencement of the joint venture) was less than \$2.8M.





PERSONALISED PLATES QUEENSLAND Annual sales revenue



Publicis

Publicis Groupe is the world's fourth-largest and fastest-growing communications company, with \$4.8 billion in revenue, 42,000 employees and a portfolio of blue-chip clients. The company's entities also represent the second-largest media buying group in the world. We are recognized as a global leader of engaging people through "relevant contact." Simply put, we are experts at engaging with people through holistic communications and surrounding them with the message most relevant to them at the right time and place.

As part of Publicis U.S. and Publicis Groupe, Publicis Mid America is a leader in consumer marketing and advertising. In partnership with our in-house expertise in PR and lifestyle marketing with Publicis Consultants, media planning and buying through Optimedia, interactive services with Publicis Modem and Hispanic marketing services with Bromley Communications, Publicis brings a "best-in-class" team that is custom-designed for the needs of this TxDOT assignment. Publicis has a lengthy and successful history of long-term relationships with some of the world's leading companies such as Nestlé, Curves, BMW, GlaxoSmithKline, Denny's, Jim Beam, P&G, Delta Airlines, Avon, Burger King, Bell South, Payless Shoes, Charles Schwab, General Motors Europe, HP, Microsoft, Samsung, Sony and many more.

Allied Consultants, Inc. - Corporate Demographic Information

We believe the true value Allied brings to this partnership is our 15 years of doing business with the Texas Department of Transportation. As a partner to TxDOT, we have provided consultants who have worked on the following projects:

- Crash Records Information System
- Licensing Administration Consumer Affairs and Enforcement
- Registration and Titling System





- PeopleSoft Human Resource Management System
- Uniform Statewide Payroll System
- Human Resource Information System Interface
- Enterprise Data Management Project
- Planned Network Information System
- Design and Construction Information System
- Bid Proposal System
- Contract Information System
- International Registration Plan System
- Traffic Accident Reporting System

During these years, we have worked with almost every technology in place at TxDOT, including COBOL, Natural, ADABAS, ArcInfo, PeopleSoft, .NET, Java, Mark IV, DB2 and others. In addition to this, we have gained an understanding of the core business processes, culture of the agency and the people the organization supports.

Of particular note is our experience with the Registration and Titling System (RTS), a critical component of the specialty plates solution due to the interface requirements. Allied's president, Danny Krause, has intimate knowledge of RTS, which he gained while working as a programmer/analyst for TxDOT. As a member of the Information Systems Division, Krause supported several components of RTS and has remained current through the years by his ongoing participation in subsequent RTS projects and his responsibility for managing our consulting resources at TxDOT. In 1994, ACI and IBM teamed to provide TxDOT an assessment of the status of the RTS project, identify the necessary resources to complete the implementation, and then to complete the design, construction and rollout of RTS. RTS was successfully implemented in all Texas counties in August 1998. In 2004, Allied once again teamed with IBM on the development of RTS II, providing RTS business and technical analysts and Java developers to support the deployment of a new front-end interface into RTS. With over 15 years of hands-on experience with RTS, Altied brings essential business and technical knowledge to the MPI Team.

Texas GovLink, Inc.

Texas GovLink, Inc. (TGL) is an Austin. Texas-based management consulting and technology outsourcing firm. TGL breeds innovation through collaborations with its clients and consistently delivers the right team for the right project. The company's primary objective is to help clients develop higher-performance businesses and governments.





Founded in 1998, TGL is a Texas Catalog Information Systems Vendor (CISV) and is certified as a Texas Historically Underutilized Business (HUB). As member of the MPI team, TGL brings experience in the facilities management, build-out and staffing of call centers gained through a contract to provide services with the Texas Attorney General's Office. TGL also provides technology and application architecture services for clients and has gained considerable experience with the TxDOT information technology requirements through its work on the Crash Records Information System project and the Licensing, Administration. Consumer Affairs and Enforcement system. Additionally, TGL has developed web-based applications used to process payment transactions for the State of Texas through TXONLINE.

22.2.5.2. Provide the number of years in business, size and scope of operation.

History and Scope of Power Industries/PPQ/MyPlates, Inc.

Power Industries is a family-owned business that commenced over 80 years ago initially with interests in hospitality and property development. It was started by James Joseph Power, who was succeeded by his son James Joseph Power Jr., in 1960, and most recently by his grandson James Gerard Power in 2001. The Power family has been prominent in Queensland business for many years and one of James Joseph's other sons, Bernard Power, started a highly-successful brewery and publicly-listed company. Power's Brewing in 1986. In 1997, the opportunity to bid on an RFP in Queensland for the sale and marketing of license plates saw Power Industries successfully enter into a joint venture with the Queensland government, which became Personalised Plates Queensland. In addition to its business operations, the Power family privately supports a number of charitable organizations. Its most recent endeavor was to establish Australia's first and only liberal arts college, Campion College (www.campion.edu.au). James Gerard Power is Chairman of its foundation.

History and Scope of Publicis

The lead division for this account will be Publicis Mid America (part of Publicis U.S.), headquartered in Dallas, Texas. Publicis Mid America is a division of Publicis U.S., and has been in business in Texas for over 50 years. Publicis U.S. has additional offices in Indianapolis, New York, San Francisco, Seattle, Salt Lake City, Irvine and Los Angeles.

Publicis Mid America will work seamlessly with our other in-house partners, Optimedia and Publicis Consultants (located in Dallas office). Publicis Modem Interactive (headquartered in San Francisco) and Bromley Communications (located in San Antonio). This team of highly-recognized experts has been hand-picked and assembled to specifically meet the needs of TxDOT's specialty license plate assignment.





Publicis Mid America. Representing the lead team that will coordinate all Publicis' resources, this recognized group directs the strategy and advertising execution, as well as the integration of all the campaign elements to create high impact and outstanding results. Publicis Mid America's 50+ year history includes long and successful partnerships with clients such as Curves, BMW. Nestlé, GlaxoSmithKline and Denny's.

Publicis Consultants. Publicis Consultants (Publicis PR) is part of Publicis Consultants Worldwide, an award-winning global network of strategic counselors who help clients define their identity, develop their image, and defend their reputations and deepen their relationships with all their stakeholders in response to evolving communication needs and demands. The specialty license plates team includes specialists in media relations, buzz and social marketing and word-of-mouth initiatives. A sampling of Publicis Consultants' experience includes work with Samsung, GlaxoSmithKline Consumer Healthcare, Nestlé, Texas Scottish Rite Hospital for Children, John Q. Hammons Hotels & Resorts, Michael Johnson Performance and sanofi-aventis.

Optimedia. The primary role of Optimedia would be to develop and integrate the entire marketing communication effort. This team has a focus on being media-neutral and on strategies to out-think the competition rather than outspend them. Constantly challenging, relentless people and a can-do culture best describe this media powerhouse. Our key goal is complete and seamless integration; integrating creative with media and marrying planning with buying, above and below the line, to deliver truly integrated emerging and established media solutions. Optimedia has been the primary source for integrated media for many top-notch clients including Curves. Nestlé, Denny's, GlaxoSmithKline and Service Master (Terminix, MerryMaids).

Bromley Communications. A full-service integrated communications agency offering all aspects of advertising, public relations, insights and promotions targeted to the Hispanic consumer for over 25 years. We are globally recognized for excellence with clients such as BMW, Coors, Continental Airlines, Burger King and Circuit City.

Publicis Modem. Modem was one of the first interactive marketing firms. Since 1987. Modem has helped many of the world's largest companies make their interactive channels profitable with many industry "firsts:" the first online shopping environment, pioneered the integration of e-commerce with existing database systems, built the first consumer-product website and the first to place Internet ads.





Helping clients with every stage of interactive marketing, from research and planning through execution and ongoing optimization, clients rely on Modem to identify and acquire customers – and use interactive channels to keep them, while making every marketing dollar more productive. Most importantly, in an age of shifting relationships and industry turmoil. Modem has built productive, long-term relationships with a roster of clients that reads like a Fortune 500 Who's Who including Charles Schwab, Delta Airlines, General Motors Europe, Heineken, HP, Microsoft and Sony.

Together, we deliver specialized holistic marketing communications for the some of the world's leading brands. Our capabilities include advertising, media, Hispanic, direct marketing, public relations, buzz marketing, investor relations, interactive, website development and hosting services, sales promotion, event management and graphic design — throughout which we provide measurable, bottom-line results.

History and Scope of Allied Consultants, Inc.

Allied Consultants, Inc. helps organizations determine what technology they need and how best to employ it. We provide strategic consulting as well as customized tools, programs and solutions to ensure that clients achieve their business and information technology goals. Launched in 1991, we offer expertise in emerging technologies, a wealth of public sector experience, senior consulting and technology professionals committed to excellence, and an outstanding reputation for quality and integrity. Headquartered in Austin, Texas, Allied has 100 employees providing professional services to clients throughout Central Texas. Our approach is simple. We begin by listening and learning about your organization — its strategic direction, goals and challenges. Then we work closely with you to create the best, most efficient and cost-effective systems to help you succeed. Once we have completed our work, we ensure that all your needs and expectations have been satisfied before bringing closure to the engagement. As a member of the MPI Team, we bring this same discipline to the specialty plates project.

22.2.5.3. If company has more than one office, staff sizes of each office shall be provided. If the project is to be a joint venture, all member firms shall be listed and staff members listed accordingly.

My Plates. Inc./ Power Industries

Power Industries has two offices in Queensland, Australia. One office contains the management and staff of PPQ who number 17. The other office contains the Executive Management of Power Industries with its Chairman. Financial Controller and support staff.





Publicis

Publicis has offices in more than 100 countries and 42,000 employees. The divisions that will be utilized to service TxDOT for this assignment include almost 500 highly-experienced professionals. Number of employees by each of these specific offices is as follows:

Publicis Mid America (Dallas office — Advertising, PR. Media) — 186 Modem Media (San Francisco office) — 149 Bromley Communications (San Antonio) — 163

Sedgwick, Detert, Moran & Arnold LLP

Austin	5
Chicago	28
Dallas	35
Houston	5
Los Angeles	76
New York	53
Newark	23
Orange County	24
San Francisco	130
Total	379

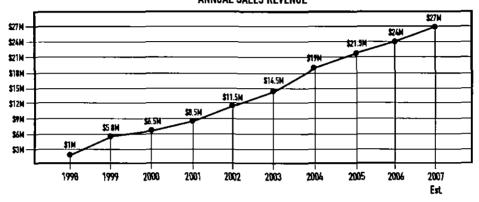
22.2.5.4. Provide a recent performance record demonstrating sustained increased product sales within the last five years.

The revenue of PPO has grown steadily at double digit compound levels since inception in 1998 (see graph on next page) and is conservatively forecast to exceed \$27.0M for 2007. Revenue from the sale of plates for the year 1997 (prior to commencement of the joint venture) was less than \$2.8M.





PERSONALISED PLATES QUEENSLAND Annual sales revenue



It should be noted that because plates purchased in Australia are for a lifetime, these sales are zero-based each year. The volume of plates has increased tenfold over the past eight years.

22.2.5.5. Demonstrate a minimum of three years within the last five years experience providing sales processing and funds management services.

MPI has been successfully operating a specialty plate sales and marketing program on behalf of the DOT in Australia since 1998. As such, we can claim extensive experience providing sales processing and funds management. The sales results and financials are audited by both the DOT and independent contractors on a regular basis, with no discrepancies having ever been detected.

In addition, through our partner Allied Consultants, the MPI team brings considerable knowledge and hands-on experience with all of the systems TxDOT requires us to interface with. MPI is fully conversant with TXONLINE and will have in place systems and procedures that will enable efficient sales processing by its customer service representatives. A modern call center, with full customer service capabilities and highly-trained bilingual staff will help deliver sales processing to the standard expected by TxDOT.

The team at MPI contains experienced staff with accounting and technical expertise that will ensure funds management is in compliance with the TxDOT policies, the Comptroller of Public Accounts Fund policies and Generally Accepted Accounting Principles. Using this experience, we will establish financial and auditing processes which reflect the requirements of TxDOT and put into place a well-documented, reconcilable and auditable system.





22.2.5.6. Include evidence demonstrating the ability to create a product adhering to pre-specified design criteria.

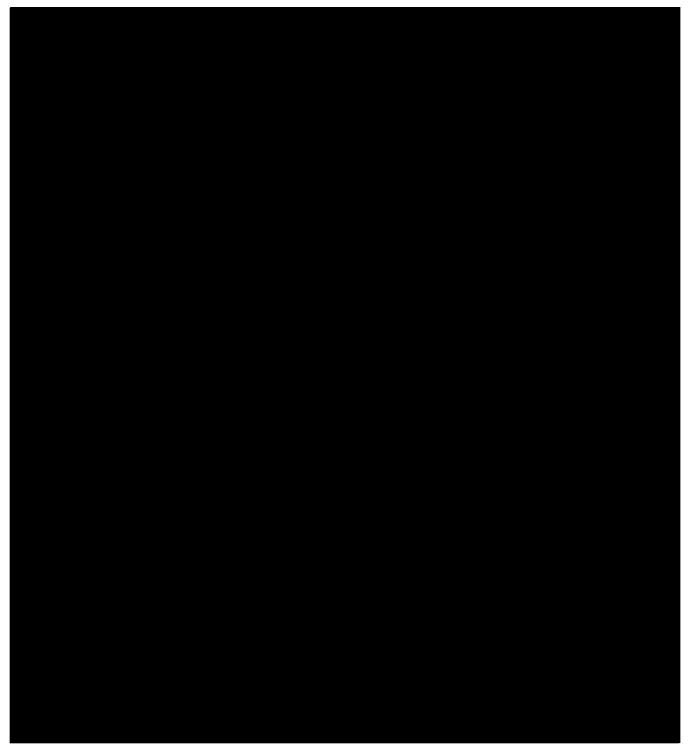
MPI has been successfully creating and marketing specialty plate designs for over nine years. During this time, we have been able to establish an enviable reputation for developing products that not only have strong appeal to the public, but adhere to pre-specified design criteria as defined and approved by a government DOT. Over 50 new plate designs have been developed in Australia, all of which have received approval from the relevant government departments and enforcement agencies for use on motor vehicles and motorcycles.



Publicis also has successfully produced marketing product in adherence to specific design criteria. Many brands provide agencies with brand guidelines and template ads that need to be adapted for specific use but within very strict pre-specified design criteria. Throughout Publicis history, we have successfully executed against these guidelines for many of our clients including BMW. See below example of brand guides and templates we follow as part of their consortium of agencies.

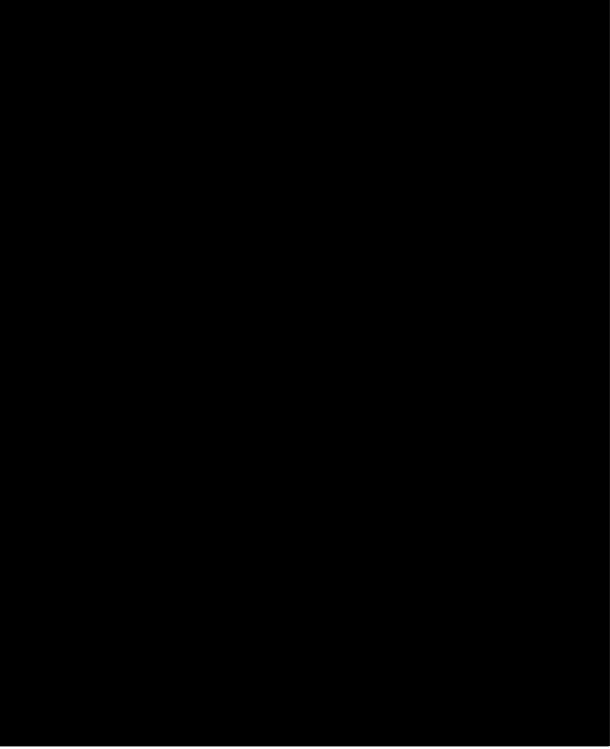














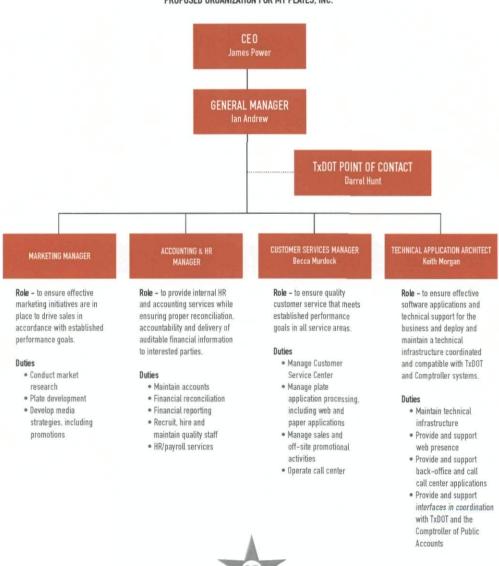


22.2.6. Section 6 - PM and Team Members Qualifications (Ref. Para. 7.):

22.2.6.1. Propose qualified PM and team members to accomplish the project in the required timeframe and quality for TxDOT. The respondent shall briefly explain the need for and duties of each position on the proposed staff.

MPI proposes to deliver a team that combines proven sales experience with the very best marketing, computing and customer service expertise Texas has to offer. As such, the following structure is envisioned:

PROPOSED ORGANIZATION FOR MY PLATES, INC.







22.2.6.2. Provide profiles or narratives, for the PM and each team member designated to develop and carry out the project under the purchase order. Profiles shall include name and title, description of projects worked on over the past three years, estimated percentage of time staff member shall be dedicated to the project and description of skills and experience.

Key Team Members Bios:

James G. Power, Chairman, Power Industries Pty. Ltd. & My Plates, Inc.

James will be the management lead providing strategic direction, vision and accountability for this assignment. He is a graduate with baccalaureate degrees in Commerce and Law from the University of Queensland, complemented by extensive experience in management of businesses over 19 years, including work for Ernst & Young and Deloitte (corporate recovery) and APN News Media Ltd. (newspapers and advertising industries). Since 2001 he has chaired Personalised Plates Queensland (PPQ) on behalf of the DOT as well as chaired the Campion College Foundation. James will dedicate 90% of his time to this project.

Ian N. Andrew, Group General Manager, My Plates, Inc.

Ian will fulfill the General Manager role on this assignment and will work hand-in-hand with James to develop smart business strategy and ensure flawless execution. Ian is a graduate with baccalaureate degrees in Government and Business Management from the University of Queensland. He has extensive experience with over 30 years in public administration (he was promoted to the Senior Executive Service while in the DOT) and private sector management (transport and related industries). Since 2000, he has been the General Manager and a director of PPQ with direct involvement with the DOT. Ian will dedicate 90% of his time to this project.

Darrel Hunt, Government Liaison

Darrel will be the daily TxDOT point of contact and will assist the Project Manager in coordinating TxDOT and other governmental entity meetings involving specialty plate programs. Darrel worked for TxDOT for 31 years before retiring in September 2002. He spent his entire career with the Department's Vehicle Titles & Registration (VTR) Division. He held positions of Title Examiner, Investigator, Office Manager, Regional Manager, Chief of Field Operations and Director of Field Operations in Houston, McAllen and Austin. The last seven years he served as the VTR Division Deputy Director in Austin. As Deputy Director, Darrel led many programs/activities including the division's legislative program. Upon retirement he was presented with the DPS's Traffic Law Enforcement Chief's Award and the American Association of Motor Vehicle's Distinguished Service Award. Darrel will dedicate 75% of his time to this project.





Klaudia Flanigin, Senior Vice President, Group Account Director, Publicis

Klaudia will be the team lead from Publicis. Her primary job will be developing effective marketing strategies and overseeing the integration of all of the marketing elements. Klaudia has a 20-year history in marketing and advertising ranging from packaged goods such as Nestlé to helping build the world's largest company. Wal-Mart, through effective marketing, operational and merchandise insights. Her extensive experience in understanding the consumer and generating sales makes her perfectly suited for this business. A Texan by choice and married to a Texan musician, she truly understands the pride in Texas. Klaudia will dedicate a minimum of 75% of her time to this project. Klaudia will be located in Austin, Texas, to maximize client service.

Kevin Sutton, Senior Vice President, Group Creative Director (Writer), Publicis

In partnership with Michael Fazende, Kevin will lead the development and execution of marketing creative and plate design. Before coming to Publicis in 2004, Kevin was the Executive Creative Director at Square One in Dallas, recognized for its work on Icehouse Beer and The Dallas Morning News. Prior to that, he was a Group Creative Director at DDB in Dallas. A writer with 21 years in advertising, Kevin is responsible for a number of memorable campaigns, including a Mc(Ihenny Tabasco spot featured on ABC's "Best Super Bowl Commercials," as well as a campaign for EyeMasters that appeared on ABC's "America's Funniest Commercials." Kevin has extensive retail experience with Cellular One, EyeMasters, AlphaGraphics and Bailey Banks & Biddle. Kevin is a graduate of Indiana University. He is married and has five daughters. Additional prior clients include: Arizona Jeans, Continental Airlines, First Commerce Corp., Midway Games, Embassy Suites Hotels. Hampton Inn. Breugger's Bagels, AT&T Wireless and Mercury Cellular, Kevin will dedicate a minimum of 20% of his time to this project.

Michael Fazende, Vice President, Creative Director (Art Director), Publicis

In partnership with Kevin Sutton. Michael will lead the development and execution of marketing creative and plate design. Mike liked Publicis so much he came back for a second tour of duty. After a few years of freelancing and entrepreneurial ventures, Mike has settled back into his hometown of Dallas. He is teamed with Kevin Sutton and is helping to shape the work on brands such as Nestlé Pure Life, Juicy Juice, Goody's Headache Powder and Hot Pockets. Over the years he has worked on other major brands like Mercedes-Benz, Lee Jeans, Nissan, American Airlines and Continental Airlines. In addition to Publicis, he's also created award-winning work at notable agencies such as Falton, Goodby Silverstein. The Richards Group and DDB, And yes, he was born in the Crescent City and is known to make a mean pot of gumbo. Michael will dedicate a minimum of 20% of his time to this project.





Sheri Smith, President, Publicis PR

Sheri has 18 years of experience in marketing with an emphasis on lifestyle communications. Sheri will be the key leader in driving the public relations component of the marketing program. She is seasoned at applying brands to consumers' lives and engaging them when, where and how they want for optimum impact. Her success stories include award-winning launches of new brands (e.g., Nestlé products) and assisting established brands with maintaining leadership status (e.g., American Lung Association, John Q. Hammons Hotels & Resorts and Texas Scottish Rite Hospital for Children). Sheri also participates in national Marketing to Women and Word-of-Mouth conferences. Texas Public Relations Association, Public Relations Society of America and Council of PR Firms. Raised in Big D. Sheri has become fascinated with spotting personalized specialty plates during her daily commute. Sheri will dedicate a minimum of 25% of her time to this project.

Sergio Rogina, Executive Vice President, Managing Director, Publicis PR

Sergio has 15 years of experience spanning lifestyle PR and community outreach programs. He oversees award-winning strategic, results-oriented media relations, buzz marketing and sponsorship programs to increase market awareness and drive product adoption. Some of Sergio's client experience includes Michael Johnson Performance, Samsung Mobile, Exxon Mobile, and Pennzoil, Sergio will dedicate a minimum of 25% of his time to this project.

Tom Scott, Senior Vice President, Group Director — Strategic Communications, Optimedia

Tom will be responsible for overseeing the planning and execution of a highly impactful and integrated media plan. Over the past 16 years, he has worked on almost all of the Optimedia/Dallas clients.

A self-described problem solver, Tom enjoys coming up with the strategic solution — developed from scratch or refining past successes. His client experience has allowed for a variety of strategic directions, from the intense retail accounts of Zales. Cellular One and Arby's to packaged goods with Purina. Nestlé and GlaxoSmithKline. Beyond his current client commitments. Tom is responsible for following and researching trends in emerging media. Tom received his degree in advertising from Texas Tech University. Tom is an avid cyclist, viva la Lance! Tom will dedicate a minimum of 25% of his time to this project.





Martin Reidy, President, Publicis Modem

Martin is the president of Publicis Modem, a position he assumed in October 2004. He is responsible for leading and managing the Modem Media network. Before joining Publicis. Martin was president of Digitas San Francisco, where he led business development efforts in the company's San Francisco office and across the entire Digitas network. Prior to joining Digitas, Martin was president and chief executive officer of R/GA. Interpublic Group's interactive agency, where he directed operations for Nike, Ticketmaster, Intel and IBM. Previously, Martin was senior vice president at EMI Music, responsible for all acquisition and strategic development in the D.S. and abroad. Prior to EMI Music, Martin was a partner at Bain & Company, where he led assignments for several Fortune 500 clients. Martin would dedicate his time as needed to this project.

Ernest Bromley, Chairman & CEO, Bromley Communications

Ernest was part of the original team that founded the agency in 1981. Responsible for the development and execution of the agency's vision and outstanding products and services. Ernest works closely with account teams in developing sound marketing strategies for our client partners. Ernest has also been instrumental in developing the agency's research and Hispanic marketing approach. "AIG" (Acculturation Influence Groups). Ernest has been a trailblazer in building the agency to be the leading Hispanic marketing communications company, empowering clients such as General Mills, The National Pork Board, Procter & Gamble, Burger King, Continental Airlines, Coors, Astra-Zeneca, Payless Shoe Source, the San Antonio Convention & Visitors Bureau, Nestlé and Bell South in the changing American marketplace. An active community and civic leader, Ernest currently serves on many boards and leadership positions in the Hispanic community. Ernest would dedicate his time as needed to this project.

Linda Aquayo, Account Director, Bromley Communications

Linda is a 12-year veteran in Hispanic advertising. She started her career in TV as a director for Tetemundo's local affiliate KVDA-TV60. After three years, she got exposed to Hispanic advertising and as the saying goes, the rest is history. She has worked on a variety of clients throughout her career such as JCPenney. Corona and Chrysler Corporation. While on Chrysler, she led the first multicultural effort for the company and was Group Director of both Hispanic and African-American initiatives for the company. Since joining Bromley in 2002, she has worked on various packaged goods brands for Procter & Gamble. Having worked on the Chrysler business for five years, Linda finds that she sometimes knows cars better than some of the sales force at local dealerships. A Texan since birth, Linda lives and breathes Texas. Linda would dedicate 50% of her time to this project.





Mariano Carmillo, President, Texas GovLink, Inc.

Mariano is the majority owner and full-time manager of Texas GovLink, Inc. (TGL). Having spent his career in the Texas state government information technology field, he has established a firm which employs the brightest technology professionals in the industry with the necessary business knowledge sought by his clients. He earned a bachelor's degree from the University of Texas in accounting with an emphasis on management information systems. Mariano is a Certified Public Accountant and spent many years prior to the launch of TGL managing multi-million dollar application systems projects for government clients across the United States, including the Uniform Statewide Accounting Systems at the Texas Comptroller of Public Accounts. He currently oversees the consulting teams on the TxDOT Crash Records Information System and Licensing Administration Consumer Affairs and Enforcement System, and the Texas Department of Public Safety's Drivers Responsibility System which involved the development of an interface with TXONLINE. Mariano also oversees the consultants involved in a 40-person call center providing employment verification services to the Texas Attorney General's Office. Mariano will spend the needed time to help oversee the establishment of the call center, the technology infrastructure and staffing of the Customer Service Center. Mariano will be an advisor on an as-required basis.

Danny Krause, President and Special Plates Advisor, Allied

Danny will serve as an advisor to the project helping support the MPI team in the development of the required technology interfaces into the TxDOT and other agency systems. Danny Krause has spent his career providing technology services to Texas government clients and has over 20 years of experience working with the application systems at TxDOT. He has spent the last 15 years leading Allied's technology initiatives at TxDOT and brings hands-on experience with the RTS System. Today Danny manages the Allied team at TxDOT currently working on the Registration and Titling System. Licensing Administration Consumer Affairs and Enforcement System and Crash Record Information System. Danny will dedicate time as required for this project.

Becca Murdoch, Customer Service Manager, Allied

Becca will be responsible for overseeing the call center and technology group. The Allied Customer Service Manager has a proven record of success in implementation of large-scale projects for Texas government clients, which includes 15 years of hands-on experience with the application systems of TxDOT. Becca has overseen multi-million dollar process improvement and change initiatives with government clients like TxDOT. Texas Education Agency. Texas Employees Retirement System and Health and Human Services Commission. Becca is currently overseeing a call center and technology group responsible for providing human resource and payroll benefit services to more than 40,000 state employees located throughout Texas. Becca will dedicate 100% of her time to this project.





Keith Morgan, Technical and Application Architect, Texas GovLink, Inc.

With more than 24 years of in-depth, hands-on experience in virtually all aspects of information technology consulting Keith has established unparalleled qualifications and credentials. Keith is a recognized expert at overseeing the development of technology infrastructures as evidenced by his election to a seat on the Microsoft Infrastructure Partners Advisory Council (IPAC). He has held certifications as a Project Management Professional (PMP) from the Project Management Institute, and is a Microsoft Certified Professional (MCP)/ Microsoft Certified Systems Engineer (MCSE). Keith has extensive experience in managing large, complex technology infrastructure projects with Texas state agencies and his relevant experience includes work on the following projects:

- Texas Crash Records Information System Keith is serving as the Technical Architect for the team
 completing the development and implementation of the Texas Crash Records Information System (CRIS).
- Texas Driver Responsibility Program Keith served as Project Manager to the successful
 implementation of the Texas Driver Responsibility Program (DRP), including development of
 an interface with TXONLINE.
- Texas Comptroller of Public Accounts (CPA) Keith directed all phases of a multi-year project involving integration of PeopleSoft Public Sector Financials, Sybase and AIX with Integrated Statewide Administration System (ISAS).

Keith will be involved in the build-out of the Customer Service Center technology architecture and after completion will provide ongoing support as a senior member of the technology team. Keith will dedicate 100% of his time during the start-up phase and then on an as-needed basis after start-up.





22.2.7. Section 7 — Marketing and Promotional Activities: Respondents shall describe their approach to meeting the marketing and promotional requirements as specified in Para. 11 in the order presented. Provide examples and evidence of ability to increase public awareness and stimulate sales of consumer products.

NOTE: TxDOT has provided additional general information on Attachment F-1 Revenue Collected, F-2 Texas Vehicle Registration Projections 2006-2030 and F-3 Vehicle Titles and Registration FY 2005 Information.

Marketing Objective

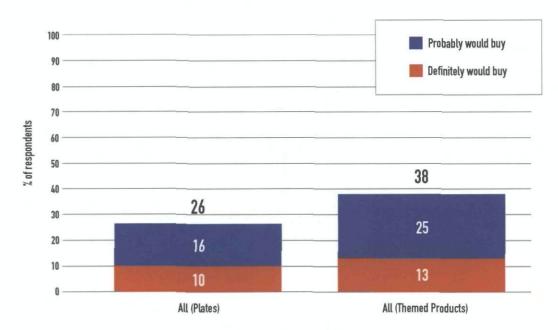
The marketing objective for year one is to develop an initial plates program and launch it among Texas registered vehicle owners. Currently less than 1% of the 20 million motorized vehicles in Texas have specialty/personalized plates. Through a strategic marketing plan and new plate designs, the goal is to increase this by 50% each year.

Market Size and Opportunity

MPI conducted proprietary quantitative BrainJuicerTM research and one-one-one qualitative consumer research in Texas during January 2007. This initial research provided an indication of the market size and opportunity. When presented with examples of newly-designed specialty plates, 26% of all surveyed indicated that they would probably or definitely buy a specialty plate. This represents 5.3 million consumers in Texas. To further define the market opportunity, MPI evaluated the propensity for registered vehicle owners to own other "themed" items such as apparel, mugs, jewelry, watches, hats, etc. Given that specialty plates are a relatively unknown entity to Texas consumers, we wanted to gauge market potential in a strong, existing category for comparison. Up to 38% (7.6 million) of consumers surveyed said they would probably or definitely spend \$50+ on this "themed" merchandise, showing an even higher market potential for plates (see graph on next page).







All of this research indicates a strong opportunity for significant revenue for the State of Texas through a specialty plates program. In addition, our international experience suggests that these projections are definitely achievable.

Communications Objectives

Drive high initial awareness and enthusiasm about specialty plates among Texas registered drivers, followed by sustained awareness in order to stimulate sales at the time registrations are up for renewal.

To achieve our year one goal, we expect to generate a minimum of 250 million impressions in media during year one.

Communication Challenge: Current Perceptions and Lack of Awareness

The MPI research also indicates a few barriers that effective marketing and new plate designs can overcome.

Lack of top-of-mind awareness of specialty plates. Most registrants are not thinking about specialty
plates when time to re-register occurs. In addition, many mentioned that the current system is difficult,
further discouraging participation.

"It just never occurred to me." Gretchen, 45





Lack of relevant selection. A perception that there are "not many choices" when it comes to specialty
plates. Not a strong sense that consumers can find a plate that meets their tastes.

"There weren't any designs that appealed to me personally." Bryan, 42

High price perception. Although price range perception was accurate (around \$50 extra), the perception
of lack of relevant selection made price perception higher.

"They don't really have something I'm crazy about, so it's not worth the money." Jennifer, 35

Just not for me. Perception that specialty plates are "vanity" plates and not for someone like me.
 Again, while there will always be a segment of the audience that holds this belief, the differential
 between purchase intent on plates (26%) and purchase intent on other themed items (38%) indicates
 that if the selection becomes more relevant and the marketing creates a perception of excitement
 and acceptability, we may recapture some of this group.

"Vanity plates are for those people that need attention." Colin. 39

By developing a smart and engaging marketing plan and relevant plate product, many of these barriers can be turned into drivers.

Communication Drivers: Self Expression

The primary driver and interest in purchase revolve around the ability for consumers to express themselves. In the American culture today, particularly in Texas, which exudes pride and self expression, specialty plates are a unique way to share a piece of themselves with others in a fun and cool way. Also, the growing trend of customizing products strongly reinforces the opportunity for specialty plates in today's marketplace. Specialty plates allow consumers to:

Offer a way in which consumers can communicate their personalities, express or represent themselves.

Plates not only can give them a channel to express themselves, but they believe a specialty plate can give their somewhat generic car a "personality." It makes them feel special, unique and gives them something to start a conversation with.

"It reflects my personality...mine and my car's." Maria, 25



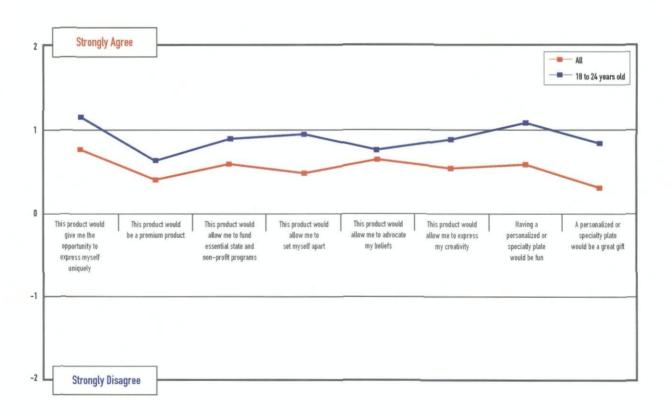


• Plates described as a "cool" and "unique" alternative to regular state plates.

"It's kinda cool...just plain fun." Karakay, 30

 Presents a means by which they can publicly communicate support for a cause or organization they believe in.

"I have always wanted to show support for a cause close to me and this would be a way to do so." Christie, 30







By tapping into and strengthening these perceptions, we can create a stronger affinity for specialty plates.

Communication Strategies:

Target Segmentation

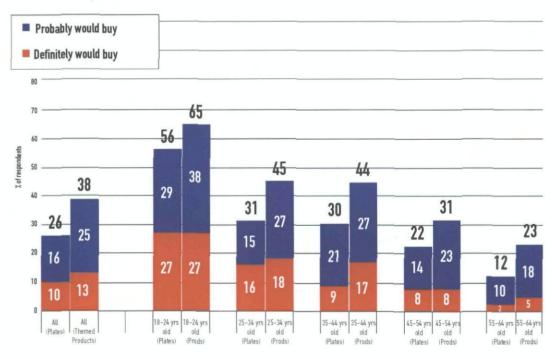
This research gave initial insights into the target segment(s) and their mindset: what drives their decisions and why.

Primary Target: Registered Vehicle Owners between the ages of 18-54, \$25K+ Household Income

Based on this research, the core target segment appears to be registered vehicle owners between the ages of 18-54. Broadly, after the age of 54, adults' interest in purchasing specialty plates declined significantly. There were no indications that gender impacted probability of purchasing a specialty plate.

In addition, there are several key sub-segments within this larger group that provide an opportunity for more focused and relevant messaging.

Young Adults 18-24. Younger consumers showed a stronger desire to buy specialty plates when presented with the concept. It appealed to their desire to personalize their automobiles, as well as making a statement about who they are.







Hispanics. As 35.1% of the Texas population, the Hispanic market is a strong opportunity for specialty plates. According to Conexion Cultural/ Connected Culture: Research Results On U.S. Hispanic Use of Media and Technology 2006, a study conducted by Telemundo and Yahoo, approximately 25% of U.S. Hispanics downloaded ring tones within the last 30 days compared to almost 9% of the total population, demonstrating that Hispanics are early adopters of personalization options. Combined with their overall younger age (an indication of propensity) and strong interest in automobiles, Hispanics will be an important target segment.

"It would make my car unique, give it its own personality." Leticia, 41

My First Car: Kids 16-18 & Parents. Qualitative research indicated a strong potential for consumers who are getting their first cars. Our ability to deliver on their desire to personalize a commodity product, to "mark it as mine," makes this younger segment a potentially strong sub-segment. In addition, many of the parents we talked with discussed this as a great gift for their child along with his first car — a way to personalize the experience.

"It's a great gift for a new driver, a 16 year old." JJ, 38

Connectors. The one-one-one consumer research indicated that there is a strong mindset that correlates with purchase intent. These are people who really enjoy sharing. Sharing information about themselves with others (what plates allow them to do) and being the first to share the latest trends with their circle of people. We call this group Connectors. Targeting this segment will give us the opportunity to let them be advocates for specialty plates, touching as many as 10-20 additional individuals.

"I share my opinions 'til I'm blue in the face." Allison, 38

Auto Enthusiasts. People who have an enthusiasm for their vehicles and would view a specialty plate as another personalized accessory for detailing their rides. Some attribute personalities to their vehicles and a specialty plate would bring that to life.

New Texas Residents. This group is going through the changing of their out-of-state license plates and registering in Texas for the first time.





Current Owners. Current specialty plate owners have made this decision already and are by nature advocates for specialty plates. They tend to be fun, outgoing, involved and enthusiastic and they see their specialty plates as something that makes them and their cars more fun and unique. They often use their plates as a conversation starter. We can tap into their enthusiasm to further develop the market through a referral and gifting program.

"Lots of people ask me what it means and then when I tell them, they say, 'That makes sense.'

After I tell them what it means, they often ask me how I got it." Steve, 49

Automotive Dealerships. As the place of purchase and often part of the registration process, dealerships provide a unique opportunity to help market specialty plates. Either as a "gift with purchase" or a way to create a personal touch to the purchase, partnerships with the dealerships have long-term potential to work as a "sales force" for the specialty plate program.

Collectors/Souvenir Enthusiasts. In addition to the specialty plate market, we see considerable potential in the area of marketing to collectors and souvenir enthusiasts with the non-qualifying SLP including personalized and souvenir plates. This segment enjoys displaying their enthusiasm for Texas, cars, themed merchandise and support for organizations and ideas beyond their cars, often decorating their offices and homes with collectibles and memorabilia.

Geographic Markets: A Tiered Approach

While all markets in Texas have the potential to be opportunity, MPI did some initial analysis to prioritize markets based on several criteria:

- 1. Market size opportunity for volume
- 2. Media efficiency
- 3. Initial indications of propensity to purchase





Assuming that each market will be ready to deliver the product (plans would be adjusted based on product relevance and availability), we recommend a two-tier market system:

Tier One — Representing 69% of the Texas adult population

- Dallas/Ft. Worth
- Houston
- San Antonio
- Austin

As a priority in year one, this market list would quickly allow for the volume needed to reach years one and five sales goals. In addition, although they are large markets, they are relatively efficient media markets on a cost-per-thousand basis.

Tier Two - Representing an additional 17% of Texas adult population.

The initial quantitative research indicated that there may be a stronger propensity for purchase intent among the smaller Texas markets. This finding would need further substantiation, but would lead to a Tier Two list of smaller markets, while still significant in size to generate sales volume. These markets would receive less support congruent with their market potential.

- Waco
- El Paso
- Lubbock
- Midland/Odessa
- Harlingen/Brownsville
- Laredo
- Abilene
- Tyler/Longview
- San Angelo
- Beaumont





Timing

The timing strategy has a two-pronged approach:

Initial Launch Phase. This level, focused on Tier-One markets, will generate high awareness and enthusiasm of the new specialty plate offering. The plan is designed to quickly overcome mindset barriers identified above and create momentum for the program. This period will last approximately one quarter and involve a fully-integrated 360 program.

Sustaining Phase. This will maintain a level of top-of-mind awareness and enthusiasm in Tier One markets so that consumers will be ready or currently exploring specialty plate options. In Tier Two markets, this level will begin to build interest and awareness, priming the market.

Messaging Strategy

There will be a two-pronged messaging strategy:

- Launch of the overall specialty plates brand/product. Creating an awareness, desire and drive
 to purchase a specialty plate. This will be particularly important during the initial launch
 phase and then will become a sustaining strategy.
- Individual launches of key specific plates. Messages and plans that promote specific introductions of new plates. Short-term efforts to generate specific plate sales and keep the long-term message fresh.

Touchpoint Strategies & Tactics:

The recommended tactical plan will be a fully-integrated, media-neutral plan that includes multiple touchpoints to reach our consumer frequently and at relevant times and points.





Strategy One: Fast Building, Mass Reach

- Television Often called the "engagement vehicle." television will be used to generate awareness,
 education and excitement over specialty plates. The "see-say" characteristics of this vehicle will help us
 establish a relevancy, a brand personality and recall of brand name (important for them to go to site for
 purchase and information).
 - Launch period will focus on broad-reaching dayparts to generate high impact.
 - Sustaining phase will focus on owning key dayparts/shows to generate reminder frequency.
 - · Affinity programming will be selected to match the mindset of the consumer:
 - Self expression/creativity shows and networks such as "What Not to Wear" and HGTV
 - Auto enthusiast shows such as "American Hot Rod", "Overhaulin", "Pimpeando" from MTV3 (Hispanic), and the "Turbo Block" from Discovery en Español
 - Local team efforts including games and ancillary programming
 - Texas pride-related shows such as "Texas Country Reporter" or "Friday Night Lights"
 - Extreme shows such as UFC programming on Spike that reach the younger end
 of our segment
 - Dayparts will be selected based on reach of core segments and efficiency
 - Will also evaluate "broader" video mediums with captive audience such as in-cinema advertising and online to generate excitement
- Out-of-Home A significant showing in both Tier One and Tier Two markets will provide high and very
 frequent impressions, assistant in both the launch and sustaining periods. This tactic will include not
 only stationery boards such as paints and 30-sheets, but also mobile out-of-home billboards
 on highways and gas pump tops in key Anglo and Hispanic neighborhood areas and near registration
 renewal offices.
 - Allows for high frequency with "mindset synergy" see messages while driving in car
 - Allows for geographic targeting to high-traffic and propensity areas within key cities
 - Allows for efficient ongoing exposure across longer periods of time, generating high levels
 of impressions





Strategy Two: Create Personal Relevance and Excitement

- Public Relations: To generate strong visibility, create buzz and drive sales, leverage the power of Influencers, such as celebrities and media, and maximize opportunities at high-traffic events that resonate with our target. Each of these events allows us to market the specialty plates and to create a direct sales mechanism for the souvenir market among enthusiasts and collectors.
 - Recommend launching the plate program with limited-edition "Texas Legends" series highlighting
 plates inspired by Texas celebrities focusing on consumers' affinities, e.g., Willie Nelson (music).
 Lance Armstrong (sports) and Beyoncé (music/entertainment)
 - To create excitement, unveil program in four key markets and host multiple public announcements for media, community leaders and Texans that exude fun, promote customization/creativity and tout benefit to Texas/Texans
 - Leverage opportunity to tell our prepared story/messages and have others (Influencers/Connectors) share on our behalf
 - Generate pre-buzz in advance of program launch by leading with a teaser campaign coordinated with our paid media program; create opportunity for Texans to experience fun, public "Express Yourself Moments"
 - Maximize opportunities at high-traffic events that resonate with our target
 - Leverage one of North America's most popular and highly-attended events:
 State Fair of Texas (SFT) and Auto Show (Fall 2007) held in Dallas
 - The 120-year Texas tradition of SFT has a diverse 3M annual attendance and significant daily media interest; a sampling of attendance breakdown is: 66% Caucasian, 15% Latino-Hispanic; 13% 18-24, 17% 25-34, 20% 35-44, 17% 45-54
 - A main attraction of the SFT is the Auto Show, which draws 85% of SFT attendance; the 300,000 sq. ft. venue features automotive debuts and thousands of car enthusiasts, including those participating in The Classic Corral showcasing 1,000 vehicles from area car clubs





- Recommend SFT as a potential site for the campaign launch with built-in traffic
 and branding opportunities on select park items; feature trained brand street
 team members on branded Segway® Scooters and myplates.com bi-lingual
 kiosks throughout the park with concentration near Auto Show; investigate MPI
 plates on vehicles in the Auto Show and The Corral and with MPI potentially
 sponsoring SFT's newest feature: SkyWay aerial transportation system
- Another potential launch day is the Auto Show's Media Day for the Dallas announcement or a key day throughout the nearly month-long SFT run
- · Tap the spirit of game day for college football enthusiasts
 - Capitalize on Texans' love for their schools and the game at the University of Texas at Austin/Oklahoma University Red River Rivalry Cotton Bowl Game, as well as at opening games for multiple colleges: Texas Tech, A&M, TCU, SMU
 - Host tailgating parties and other game-related activities leveraging
 consumers' college and sports spirit and proximity to their vehicles;
 feature a branded mobile unit with myplates.com kiosks; maximize
 radio buys and on-air DJs' enthusiasm and conduct radio remotes
 encouraging on-site plate creativity; identify Texas universities'
 celebrity alumni and encourage their support in the program
 (e.g., Matthew McConaughey and his connection to UT)
 - Create pre-game buzz and post-game momentum through an organized on-campus program; recruit influential student brand ambassadors (e.g., Greek system and campus leadership) at targeted universities to be the voice of the brand; manage program through social media (e.g., Facebook.com) that resonate with the students
- Concentrate on Hispanic-oriented events popular in Texas, such as Fiesta Texas (April) in San Antonio with annual 3.5M attendance spanning 10 days with 100 mini-events
 - Leverage opportunity to become entrenched with the Hispanic community
 participating in festivals and celebrations important to this target; utilize
 bilingual street team members, radio remotes and myplates.com kiosks
 on-site for creating and ordering plates





- Maximize auto enthusiasts' attendance at highly-publicized auto shows in Tier One markets and auto club gatherings
 - Create visibility and engagement opportunities at the Dallas Auto Show, Houston Auto Show and Texas Truck Rodeo in Fort Worth
 - Tap auto enthusiasts' passion for their own wheels and opportunities when they're showing them off in Tier One Markets: Good Guys Rod & Custom Association at Texas Motor Speedway in Fort Worth (Fall), Super Chevy Show at San Antonio Raceway (Fall) and Annual Lone Star Shootout (Mopars) Houston Raceway (Fall)
- Sustain chatter with journalists, on-air personalities and key bloggers for additional coverage after initial launch announcement
 - Develop customized media opportunities in Tier One and Tier Two markets: encourage media's personal involvement with product, the ordering process and discussion of fun factor and benefit to community: create opportunities for consumer dialogue with the media
 - Conduct regional bilingual media tours to cultivate media's personal knowledge
 of the product and ease of use; ensure Texas Auto Writers Association's inclusion
 in media efforts
 - Host mini cause-related initiatives driven by media's participation
 - Weather anchors in Tier Two markets create their personalized plates and show on air: TX STRM
 - Radio DJs in Tier One markets encourage listeners to take the plate challenge and get creative using radio station call letters
 - Seed product with influential bloggers to experiment and see ease of use and share with readers
 - Encourage coverage/reciprocal links in Texas Car Club newsletters and sites/ blogs, such as:
 - Alamo City Cruisers, Cowtown Cruisers, North Texas Mustang Club.
 Texas Corvette Association, Mopar Muscle Club of San Antonio, TORC (Tricked Out Racing Cars) Car Club of Texas





- Generate excitement about each new plate debut by approaching the opportunity with an individual, customized launch plan tailored to the design and specific audience:
 - For example, in Queensland, MPI recently cost-effectively launched the Pink Lily specialty plate through a mix of traditional and non-traditional tactics, catapulting the Pink Lily plate to the current highest-selling spot, particularly among females
 - Campaign efforts spanned deploying trained brand ambassadors at area
 regional malls passing out fresh Pink Lily plants along with scented, branded
 Pink Lily car air fresheners: to radio remote support from stations that
 resonate with the female target; to tagging existing TV spots; complemented
 by a prominent presence for the Pink Lily plate on the brand's
 website; and a Pink Lily-specific ad in the nation's leading women's magazine,
 but with the price tag of a regional media buy
 - The Pink Lily plate went from an idea on a Post-It® Note to a bestseller!
- Promotional Group Connection Events Create programs to deliver messaging to specific groups and demographics skews
 - Radio promotional levels / DJ endorsement
 - Ideas include localizing DJ chatter and creating "What Would Your Plate Say" contests for the launch in key markets
 - Utilizing radio remotes at key events sponsored such as the Texas State Fair, the Auto Shows and sporting events
 - · Sports broadcasting sponsorships





- Interactive: Social Networks & Email
 - Local Media Outlets (TV/Radio/Newspaper)
 - Key youth sites/vehicles such as YouTube. Facebook/Myspace, Hi5, Quepasa, Batanga, text messaging and mobile
 - Trend sites that are used by consumer to identify "what's hot" like Gizmodo, del.icio.us, Digg, style.com., SiTV "Hot Trends"
 - Car Enthusiast sites: Follow niche- and magazine-driven sites for car-specific efforts such as www.moparshootout.com and www.good-guys.com. Univision's car section draws the highest traffic on their site.
 - · Relevant theme-related sites such as school and sports fans and charity sites
 - Utilize current owners in a referral program including a "share with a friend" feature to show plates/designs that might be relevant for friends and family
 - · Key-word search for relevant key words
 - College alumni email blasts and newsletters

Strategy Three — Drive to Point of Decision and Purchase

- Interactive: Geo-Target Texas Given that today's Texas consumer uses the internet as "first stop" for
 purchase research and with growing frequency to renew registration, a strong online presence to drive
 potential consumers to the website will be critical. Also, interactive media is a key tactic to maximize impact
 with our younger sub-segment. Included in the plan will be geo-targeting in Texas of key high-volume and
 relevant websites such as:
 - Automotive enthusiast sites such as www.dubmagazine.com and www.mopar.org
 - Major portals (Yahoo!, Google, MSN and AOL)
 - Local media outlets (TV/radio/newspaper)
 - DJ segments on Hispanic and general market radio sites
 - · Partnerships with automobile dealership sites
 - · Car purchase/research sites such as Edmunds, Yahoo.Auto, Ebay.Motors
 - · Key youth sites: Drivers' education sites
 - Partnerships with online auto accessory sites (Crutchfield) offers specific to Texas customers
 - Amazon.com-like promoting at TxDOT "Thanks for choosing to renew your plate online, would you like to select a customized or personalize plate?"





- Media Co-Op Partnership with Auto Dealers, Auto Shows/Clubs and Charitable Organizations Utilize co-op
 dollar and referral program to promote specialty plates with organizations that benefit. (Auto dealers will be
 seen as adding value and charitable organizations will receive percentage of dollars.)
 - · Develop displays and brochures to distribute in physical locations
 - · Links from key websites to myplates.com
 - · Incentive programs for dealerships to give, recommend or mention specialty plate options
 - Potential sales opportunity for non-qualifying SLPs. Get a matching plate a specialty plate for your vehicle and a souvenir for your home
- Renewal Letter Insert If TxDOT approves this, we will develop specialty plate communications and
 incentives that will maximize specialty plate revenue due to the 1.7 million monthly renewal notices, including:
 - · Existing plate owners to renew
 - · Potential new specialty plate owners
 - · Referral program for current owners

Creative Strategy

While we have a diverse set of demographics and psychographics among the sub-segments, we did find some common mindsets that unify these individuals. Our creative communication message will focus on delivering these messages while decreasing the barriers and capitalizing on the drivers mentioned previously.

Uniting Theme

The uniting theme about our target is that they enjoy overtly sharing insights about themselves with others. They are fond of being asked things such as "What does your bumper sticker or t-shirt mean?" They have a sense of fun about sharing who they are. It helps define who they are, just a little.

The Uniting Brand Idea

Express yourself.

We all have sense of who we are. We are all individuals. Specialty plates are a way for us to have some fun expressing ourselves to the world.

Brand Personality

- Fun, unique, accessible
- Texan: Being "Texan" means independent spirit, fun, outgoing, friendly, supportive, proud
- · At the same time "for everyone" but uniquely individual

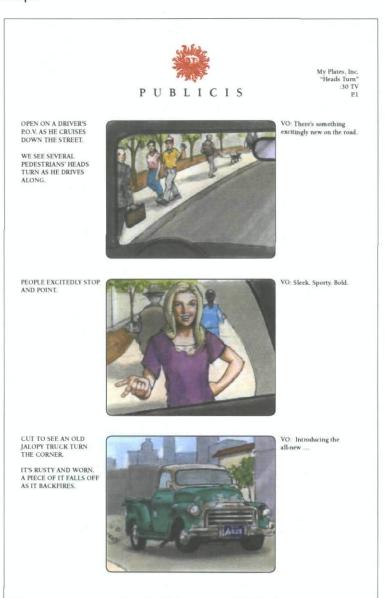




Creative Examples

While the below concepts are not creative execution recommendations, they do represent the kind of ideas that we think will have traction with our diverse audience, creating enthusiasm, awareness and action to drive sales.

Television, Concept 1









PUBLICIS

My Plates, Inc. "Heads Turn" :30 TV P.2

THE CAMERA ZOOMS IN ON THE FUN, COLORFUL LICENSE PLATE.



VO: ...personalized plates from myplates.com.

CUT TO VARIOUS SHOTS OF DIFFERENT FUN PLATES.



VO: Individualized license



VO: ...that are as original as you.







My Plates, Inc. "Heads Turn" :30 TV P.3

VO: They're sure to make...



VO: ...a few heads turn.



SUPER: MYPLATES.COM

VO: Personalize your plate at myplates.com.





Television, Concept 2



PUBLICIS

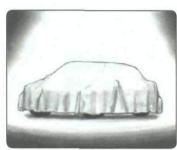
My Plates, Inc. "Unveil" :30 TV P.1

OPEN ON A CAR SPOTLIGHTED ON A SHOWROOM FLOOR.



VO: Something totally new is hitting the roads of Texas.

IT IS COVERED IN A
BEAUTIFUL SATIN
CLOTH AS IT SLOWLY
TURNS ON A CIRCULAR
FLOOR.



VO: As individualized as you are.

WE SEE THE CLOTH BEING PULLED OFF.

UNDERNEATH IS AN OLD JALOPY.



VO: Introducing the all-new...







My Plates, Inc. "Unveil" :30 TV P.2

THE CAMERA ZOOMS IN ON THE FUN, COLORFUL LICENSE PLATE.



VO: ... personalized plates from myplates.com.

CUT TO VARIOUS SHOTS OF DIFFERENT FUN PLATES.



VO: Individualized license











My Plates, Inc. "Unveil" :30 TV E3



VO: They're a whole new way...





SUPER: MYPLATES.COM

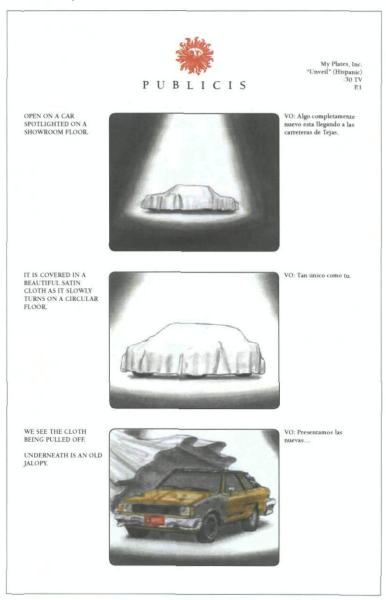
VO: Personalize your plate at myplates.com.





The previous television concepts were developed in partnership with the Hispanic marketing group and work in Spanish language. It is recognized that not all concepts work in both languages and all executed marketing creative will be developed for and tested with the specific markets. Below is an example of how these particular spots translate for Hispanic television.

Hispanic Television, Concept 1









My Plates, Inc. "Unveil" (Hispanic) :30 TV P.2

THE CAMERA ZOOMS IN ON THE FUN, COLORFUL LICENSE PLATE.



VO: ...matrículas vehicular de MyPlates.com.

CUT TO VARIOUS SHOTS OF DIFFERENT FUN PLATES.



VO: Matrículas personalizadas...



VO: ...tan originales como tu.







My Plates, Inc. "Unveil" (Hispanic) :30 TV P.3

VO: La nueva manera...



VO: ...de sobresalir en la carretera.



VO: MyPlates.com.

SUPER: MYPLATES.COM





Hispanic Television, Concept 2



PUBLICIS

My Plates, Inc. "Heads Turn" (Hispanic) :30 TV P.1

OPEN ON A DRIVER'S PO.V. AS HE CRUISES DOWN THE STREET.

WE SEE SEVERAL PEDES TRIANS' HEADS TURN AS HE DRIVES ALONG.



VO: Hay algo completamente nuevo en la carretera.

PEOPLE EXCITEDLY STOP AND POINT,



VO: Elegante. Deportivo. Atrevido.

CUT TO SEE AN OLD JALOPY TRUCK TURN THE CORNER.

IT'S RUSTY AND WORN. A PIECE OF IT FALLS OFF AS IT BACKFIRES.



VO: Presentamos las







PUBLICIS

My Plates, Inc. "Heads Turn" (Hispanic) :30 TV P.2

THE CAMERA ZOOMS IN ON THE FUN, COLORFUL LICENSE PLATE.



VO: ...matriculas vehicular de MyPlates.com.

CUT TO VARIOUS SHOTS OF DIFFERENT FUN PLATES.



VO: Matrículas personalizadas...



VO: ...tan originales como tu.







My Plates, Inc. "Heads Turn" (Hispanic) :30 TV P.3



VO: Seguro llamarán la atención...



VO: ...mas de una vez.

SUPER: MYPLATES.COM

VO: MyPlates.com





Print













WE'VE GOT A LOT ON OUR PLATES.

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TRAVEL WITH YOUR TEAM.

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MINIVANS WANT TO BE COOLTOO.

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Out of Home & Interactive Banners



MAKE A SPLASH.

Personalize your plate at myplates.com



THEY'RE GOING FAST.

Personalize your plate at myplates.com



TUNE UP YOUR CAR.

Personalize your plate at myplates.com





Measurement & Continuous Improvement

One of the most important parts of a solid marketing program is the measurement and continuous improvement of the program. The following research programs are recommended to assure that what we put in market is the most effective program and continues to achieve specific benchmarks and goals.

- Benchmarks Beyond Sales. Set specific measurable benchmarks and goals beyond sales that can
 measure progress towards sales. These benchmarks will include pre- and post-launch, quantitative
 tracking of brand awareness, specialty plate desire, purchase intent and brand attributes.
 An ongoing quarterly tracking program will allow us to see effectiveness as well as identify
 performance issues.
- Communication Testing. Prior to launching either plate design or communication messages, we recommend testing with consumers to measure communication comprehension and persuasiveness.
- Periodic Consumer Research. To stay on top of trends, new messaging and design opportunities, we recommend periodic (minimum of once a year) qualitative groups with key sub-segments to take advantage of new consumer trends for plate ideation and consumer messaging.

Additional Long-term Strategies

In addition to our relatively short marketing plan recommendation (year one), we also recommend beginning to think about some longer-term business-building opportunities including:

- Retail Partnerships Creating partnerships for renewals (either in person or via kiosks) with key retailers
 possibly tapping into co-op marketing dollars to promote.
 - Retail outlets (Wal-Mart vestibule areas, car departments, tire stores, oil change retailers, etc.)
 - Post office
 - · Driver's education schools and defensive driving schools

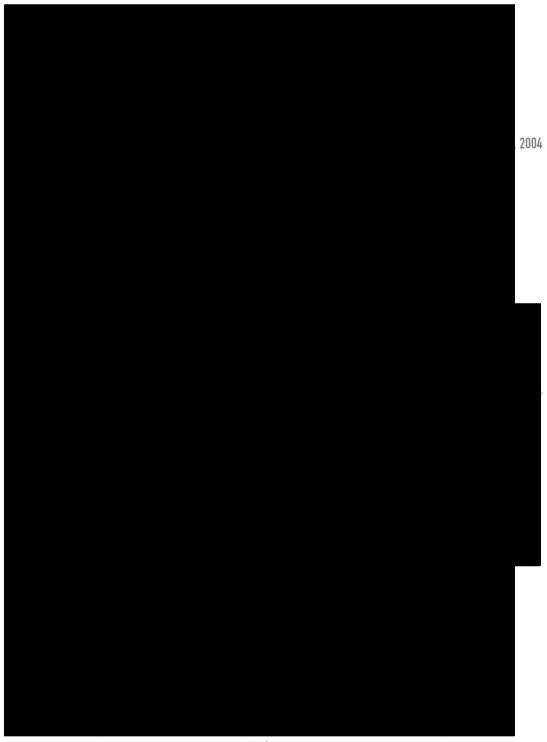
In addition to partnerships with regards to specialty plates, we view partnerships with retailers as a big opportunity for the distribution, sale and promotion of new non-qualifying specialty license plates including personalized and souvenir plates. Distribution in key retailers, particularly in mindset-relevant departments or specialty retailers will provide growth opportunity including:



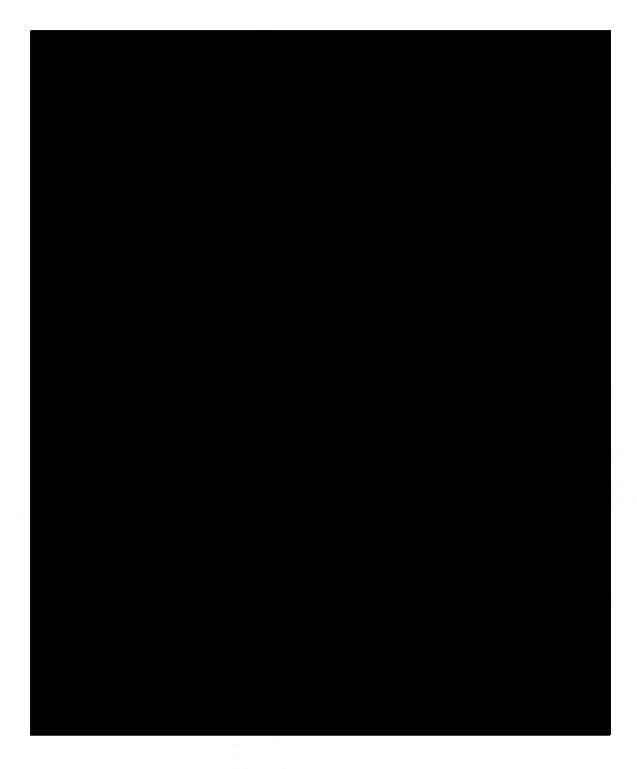


- Automotive departments within large discount retailers such as Wal-Mart and possibly auto sections in stores such as HEB or CVS
- Hardware stores such as Ace Hardware
- · Tire, oil change and car wash specialty retailers
- Auto sales retailers including dealerships but also expanding to lawn and garden specialty stores such as Home Depot or John Deere dealerships
- "Texas-themed retailers" such as museum gift shops
- University bookstores
- The Next Level of Personalization and Customization Capabilities How unique and personal can a plate get?
 Subject to TxDOT approval, we propose to explore and develop the spectrum of personalization from what exists now (create a letter combination) all the way to designing your own plate. Some areas to consider long-term:
 - Incorporate consumer design ideas as part of consumer ongoing research (have them submit designs)
 - · Ability to self-select charitable cause or state program for plates not already affiliated
 - Create ability to custom-designed gift cards to personalize the gift card
 - Incorporate customer participation in plate design options through "Plate of the Year" contests, voting on designs or even develop programs such as specially-designed charity plates by organizations that can guarantee a certain amount of sales in that plate
 - Extend the limited-edition Texas Legends offer as an annual offering with new plates debuted each year
 - Charge a premium price for a truly custom-designed plate
 - Ability to "customize" plates using modular designs (e.g., mom, dad, son, daughter and dog characters — ability to customize by make-up of family a la "mom's necklace")
 - "How-To" customization area that gives tips on different types of personalized messages (family history, nicknames, hobbies/interests, etc.)
 - Chat capabilities to talk about plates they've seen, what they mean, etc. Community for connections
 - Could consumer ultimately design their own plates, technology allowing, in the future?
- Gift Card Program. Ability to "give the gift" of personalization and fun without the barrier of having to make such a personal choice for someone. Cards can also be good souvenir SLP for those collectors and enthusiasts.

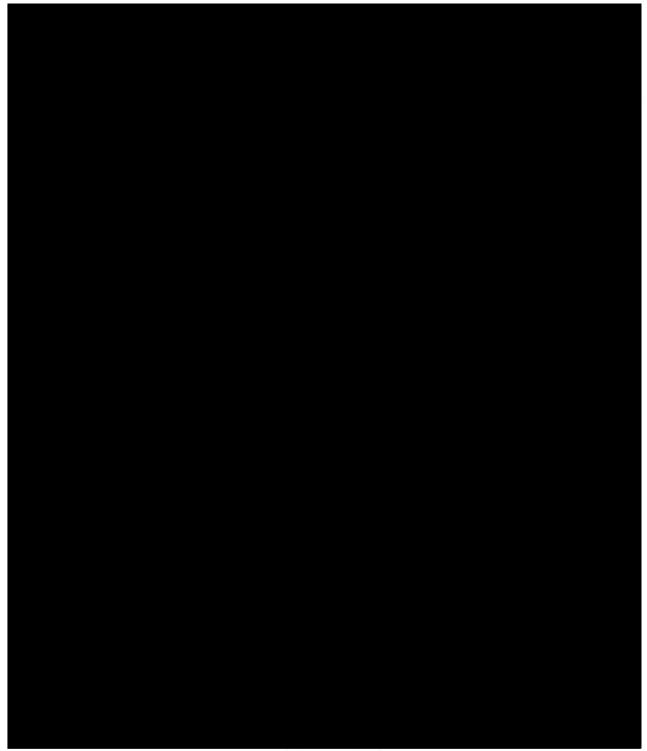




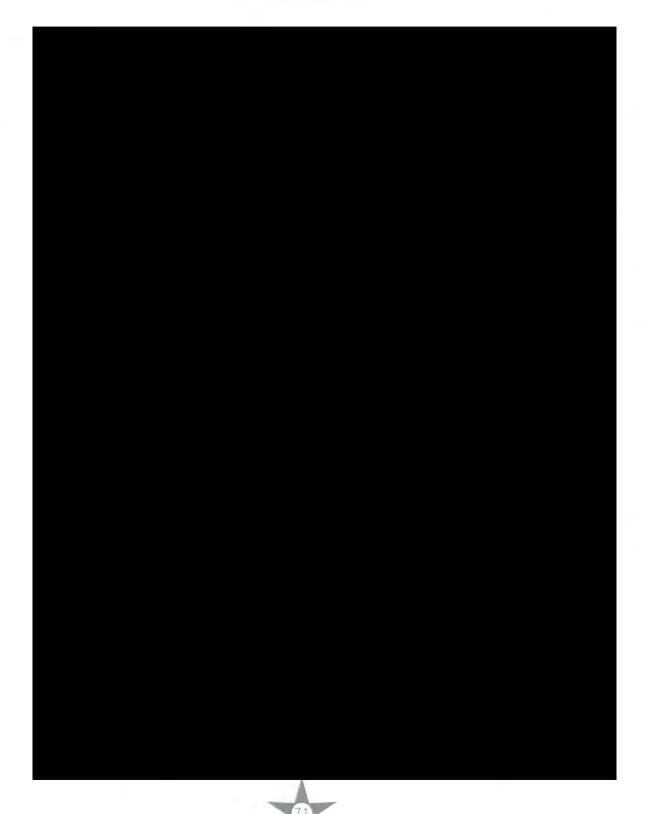






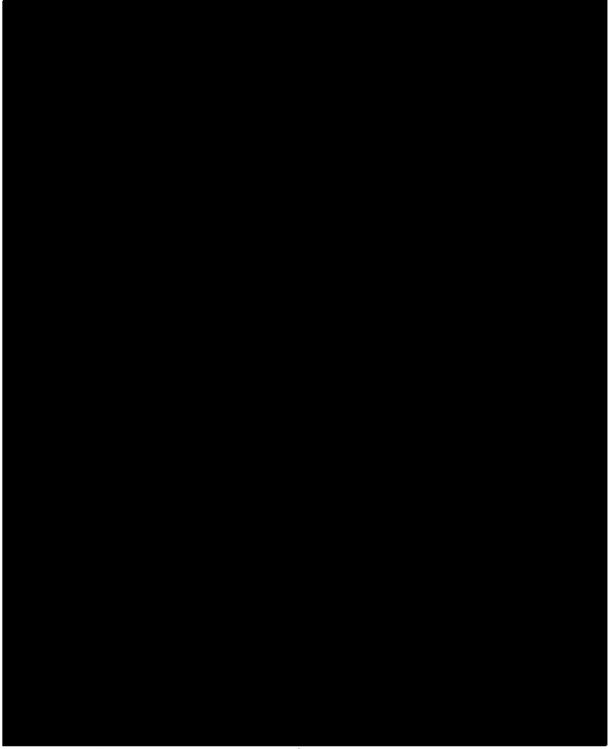




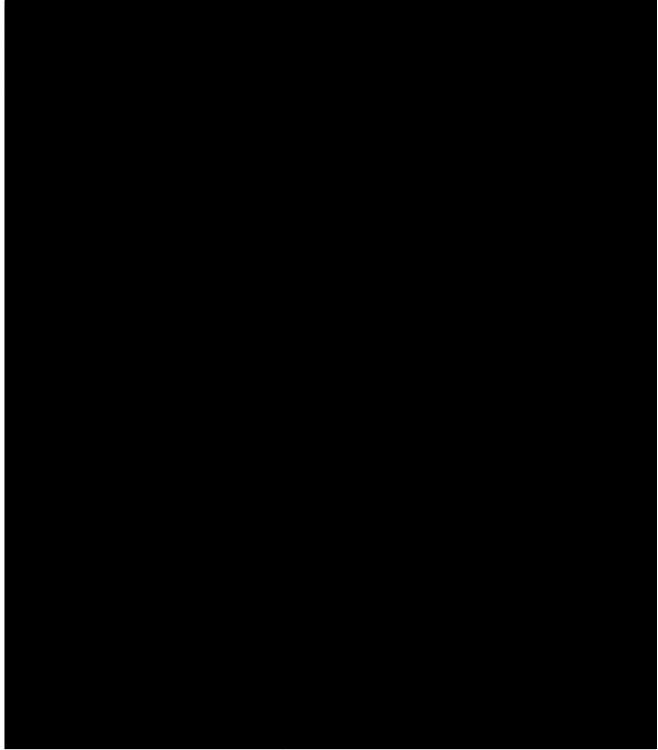


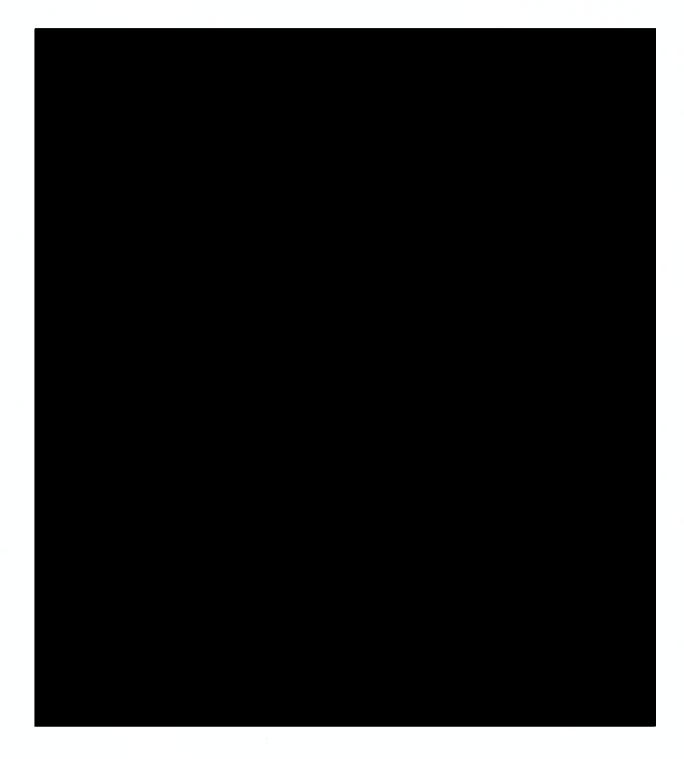




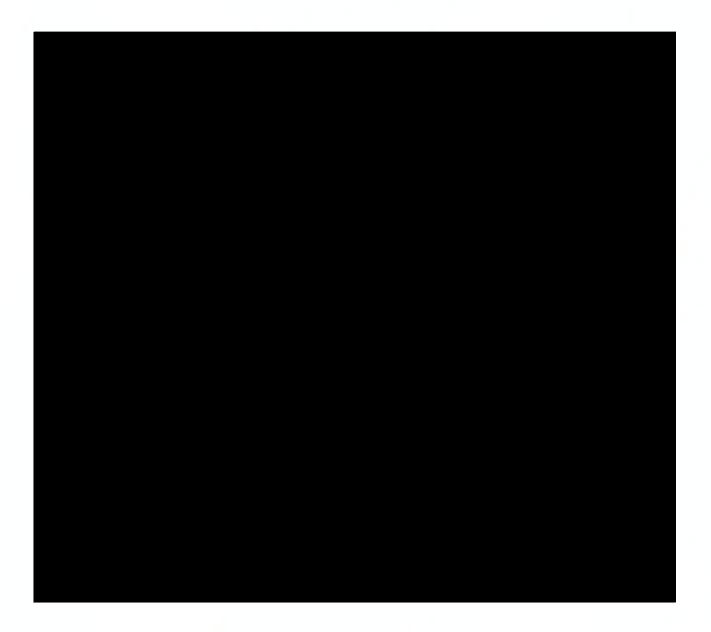












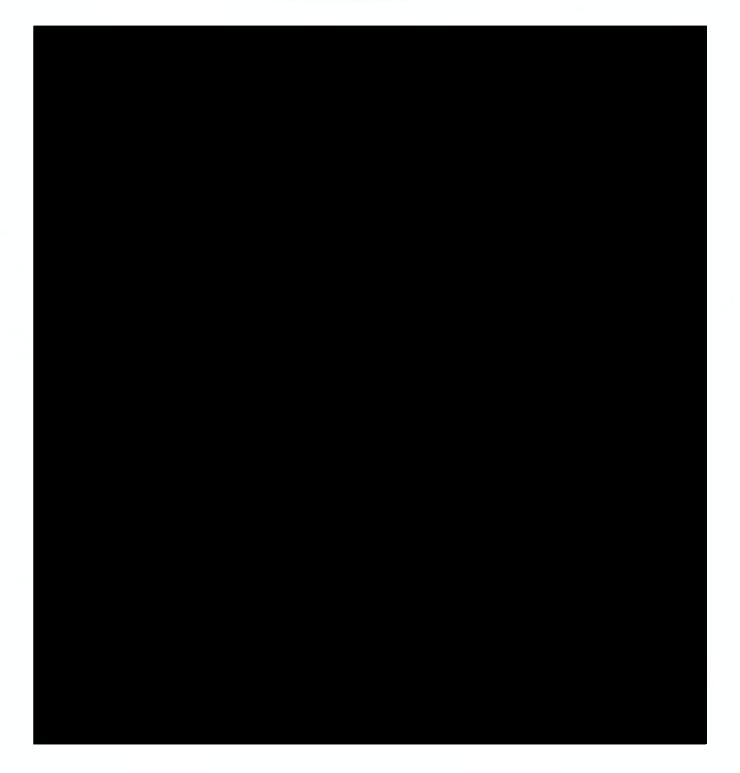




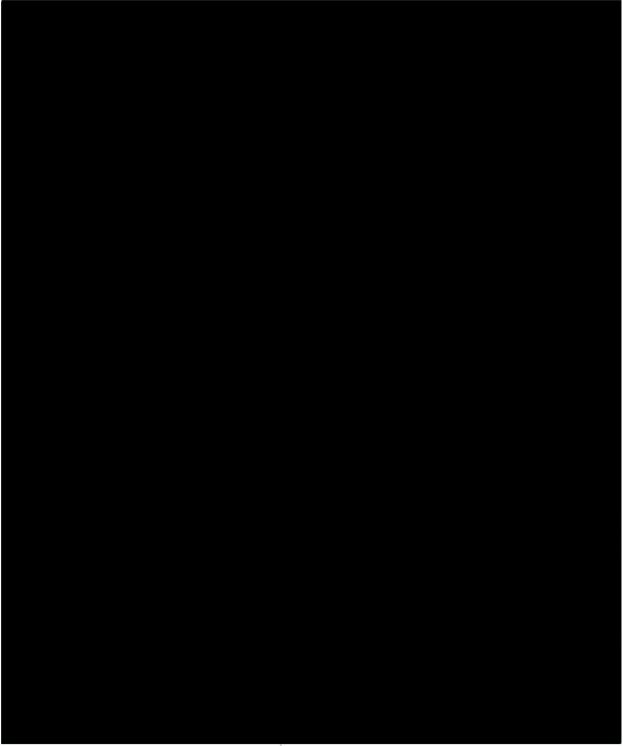


















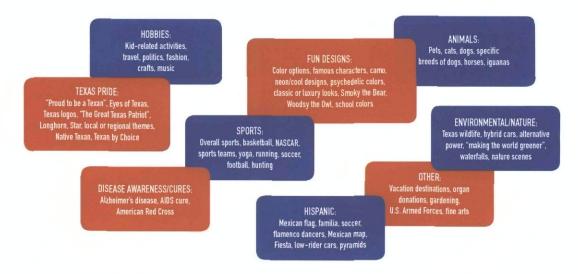




22.2.8. Section 8 — Proposed Design Ideas.

22.2.8.1. Provide a list of 20 SLP design ideas which would appeal to diverse target markets and market sizes (Ref. Attachments E — SLP Approval Process).

Prior to developing new designs. My Plates, Inc. conducted a full review of what is currently available and compared this analysis with what consumers said they wanted and key market segment opportunities. MPI proprietary quantitative BrainJuicerTM research and one-on-one qualitative interviews indicated that there are some strategic areas to consider. The following chart shows groupings of some of the opportunities based on the research.



After review of existing offerings and the new research, My Plates, Inc. developed a list of categories that seem to encapsulate the highest opportunity. Within each category are key ideas that represent the overall requested list of 20 from the many more ideas developed during ideation.

1. Texas Pride

- Longhorn Steer Clear
- Texas Music Legends (Willie Nelson, Stevie Ray Vaughn, Janice Joplin, Kelly Clarkson, etc.)
- Rattlesnake Design Native Texan
- Lone Star Lone Star State of Mind





2. Local/Regional Themes

- South Padre Time to Coast
- Austin Keep Austin Weird
- Texas Hill Country How I Roll
- San Antonio River Walk All Aboard! (Show River Walk Boat)

3. Hispanic

- Country of Origin Stamp Hecho En Mexico
- Soccer (Mexican Soccer Team Logos) Chiva Por Vida
- Mexican Wrestling Que Viva Los Luchadores
- Football Los Vagueros De Dallas
- Texas Regions Que Padre
- Mexican Characters/Personalities No Contaban Con Mis Astucia

4. Fun Plates

- Texas Versions of Famous Characters Elvis or Bart Simpson as a Cowboy Giddyup Dude!,
 SpongeBob or Gary with Boots, Homer Simpson Riding a Longhorn, Sam I Am, Cat-In-The-Hat with a Cowboy Hat, etc.
- Animal Character Dogs, Cats, Horses With Some Dual Meaning Line
- Fun Designs Camouflage, Psychedelic with Funny themes (e.g., Hang Up And Drive)

5. Color Plates

- Luxury/Prestige Line Leverage Use of Black, Gold, Silver, Sophisticated Colors, and Car Color Matching — Consider Limited Edition Series (BMW001-100)
- School Colors (White on Maroon A&M, White on Burnt Orange UT)
- Support A Cause Color: Pink Plate: Susan G. Komen Foundation, Red Plate: American Heart Association, Yellow: Support Our Troops

6. Sports Related (Teams And Activities)

- Running (Jogging) I Gotta Run
- High School Football Go Chaps!
- NASCAR Official Pace Car





To demonstrate how some of these might be executed, following are designed examples. Please note that we considered conspicuity during the design phase, but understand that in the actual development phase, this would be measured by TxDOT software in addition to the design approval process.

In addition, while these designs were strategically selected based on consumer input, we would test the actual plate and business opportunity prior to recommending implementation of any particular design.

SLP including personalized and souvenir plates would be designed based on the same consumer evaluation criteria (strong consumer desire/marketability). In addition, a unique identifying symbol would be incorporated into the souvenir plate designs to clearly distinguish these products from the specialty plates.

PL8 DESIGNS



























































































22.2.8.2. Describe approach to meeting the design requirements and standards as specified in Para. 13. and Attachment B — Plate Specifications and Graphics.

With our proven experience, MPI will design original new specialty license plates that are based on our intensive market research. We plan to use the established Texas license plate prison manufacturing system and our approach will adhere to specified criteria for reflectivity and contrast standards conspicuity program, font size, etc.

MPI understands and supports the need for all new plate designs to be fully considered and approved by TxDOT and law enforcement personnel. Accordingly, all proposed new designs will be submitted to TxDOT in the required format for formal approval prior to any sales or marketing of specialty plates occurring. MPI proposes to work closely with both TxDOT and the law enforcement personnel to ensure the new plate approval process is respected by all parties. Where appropriate, we may propose some suggestions to further increase plate sales and revenue to the state.





22.2.9. Section 9 — Customer Service Requirements: Describe the approach to meeting the customer service requirements as specified in Para 14. in the order presented. Provide examples and evidence of ability to provide customer services, to include telephone and written correspondence in English and Spanish.

The success of this partnership with TxDOT will rely heavily on the satisfaction level of our end customers. As a testament to our commitment to this project, we will strive to provide the best customer service achievable by meeting and exceeding TxDOT's stated requirements. The MPI team has considerable customer service center experience in several industries, including the following specific examples:

- Texas Office of the Attorney General MPI team member Texas GovLink, Inc. has 40 customer service center specialists to support 400,000 employers in Texas with their child support reporting requirements. The AG requires us to provide these services in both English and Spanish. TGL was also responsible for establishing the infrastructure for this operation including installation of cabling, network, servers, ACD, workstations and scanning system, and providing ongoing technical support.
- State Department of Transport of Queensland (PPQ) eight years experience providing customer service support for a program, similar to TxDOT's special plates program, which currently handles 4,500 license plate sales each month and 6,500 calls. A team of 17 call center specialists process incoming calls from plate customers, automobile dealers and county clerks.

We will employ lessons learned from our current personalized plates operations and contracts with other customer service centers like those we have with Texas government clients, as well as the best practices of service organizations in our industries on the TxDOT SLP project.

We understand our customers include the motoring public, the county tax assessor collectors and TxDOT. In order to provide these customers with a great experience each time, we are recommending the following structure.





Leading this organization will be our Customer Service Manager who comes to us with the following managerial and industry experience:

- 15 years management of large teams of service delivery personnel
- Recent experience leading one of the largest call centers serving 40.000 employees with a Texas government agency
- Working knowledge of the TxDOT organization gained from hands-on experience with the agency

Our Customer Service Manager will be responsible for overseeing the customer service and call center specialist operations and will report to our MPI Account Manager overseeing the performance of the organization.

The customer service and call center teams will be staffed with highly skilled and resourceful specialists. We invest heavily in training to maintain our specialists as the best in this business and will utilize quality assurance programs to help them continue to learn from past performance. Each customer specialist undergoes a week of training upon arrival. Once trained, our specialists will be prepared to perform multiple jobs including:

- · Staffing the customer service center
- Supporting the call center
- Data entry of applications
- Completion of approval, denial or refund letters

We will assign a call center lead specialist to small teams. This lead will provide oversight and mentoring of our specialists, as well as on the floor quality assurance. This lead will also maintain daily call center duties.

Our approach will be to provide a "live specialist" who will be equipped with all of the automated tools necessary to help them make the customer call a quick and positive experience for our customers.





We will establish a call center in the Austin area and will equip it with the hardware, software and other automated tools which will provide the call center specialists with the information needed to support their daily operations. The tools will include the following:

- Comfortable and quiet work area
- Telephone with headset
- Workstation
- Microsoft Office Suite of products including Outlook for email, Word and Excel
- IVTRS access
- myplates.com access
- Integrated Customer Relationship Management System

The specialist will be able to access the MPI Web site and the TxDOT IVTRS system for entry of the customer application and processing of payment. The call center specialists have access to an integrated customer relationship management solution, which will be updated with current special plates applications, status of the application and other information regarding the plate order. We will make use of an automated call distribution system, which will help ensure all calls are quickly routed to the first available call center specialist. We will also have technology that will allow the Quality Assurance team to conduct real-time monitoring of telephone calls for QA and training purposes. This solution will enable these phone calls to be recorded and if TxDOT wishes can be reviewed as needed.

We will establish a quality assurance group that will be comprised of a full-time QA specialist and each of the team leads. This group will help establish the daily operations manual, training and performance goals for each of the customer and call center specialists. The QA specialist will be responsible for providing training to new call center specialists, as well as remedial efforts as needed. The QA specialist will be responsible for reviewing performance reports and meeting with the team leads and specialists to review performance and recommend corrective action as needed. The primary objective of this group will be to help improve each specialist's service level as we perform this contract.





MPI also plans to establish a customer service center in the Austin, Texas, area, which will be open from 8:00 a.m. until 5:00 p.m. Central Time, Monday through Friday, closing only on the approved list of Texas state and federal holidays. This customer service center will be staffed with individuals who are bilingual and are prepared to answer and address the following:

- Answer general questions regarding the specialty plate program
- Walk through available specialty plates
- Process specialty plates applications
- Process payments
- Inquire on status of specialty plate application
- Process refunds

The customer service center will have sufficient staffing to handle the anticipated volume and because it will be located in the same building as our customer call center, the ability to address peaks in customer traffic can be addressed by pulling available call center personnel as needed.

MPI has conducted a preliminary search for potential customer service sites and is prepared to exercise options to hold these facilities in anticipation of contract award. It is MPI's plan to negotiate a contract for this location upon notification of award of this contract.

MPI recognizes the need to provide all services in both English and Spanish. Our customer service center and call center will be staffed with service representatives who are bilingual and will be prepared to answer all questions, written or verbal, that a specialty plate customer may have.

As its first course of business after contract award, MPI will develop draft notification letters for review and approval by TxDOT. Upon approval, these letters will be used to communicate to specialty plate customers the following information:

- Acceptance of application
- Rejection of plate requests
- · Refunds of fees for an application





All personnel within the MPI customer service center will be trained on completion of these letters and they will be part of our daily processing requirement which will ensure all customers receive the appropriate notification within three business days.

MPI understands the importance of maintaining the best relationship possible with each consumer expressing interest in purchasing a specialty plate. While our goal is to have processes in place to ensure all consumers a problem-free event, should a customer encounter a problem and address this in the form of a complaint, it will be handled as one of the daily processes by the customer service specialist. Each specialist will be fully trained to handle customer complaints and understand the procedures for resolving the problem with immediate action, or escalating the complaint to the customer service center lead. In no instances is it expected for a complaint to be handled in three business days or more.

MPI will develop a customer complaint report containing all TxDOT required information and provide this to TxDOT on a monthly basis. MPI will use this same report in order to conduct monthly reviews of performance of this contract, which will be led by our quality assurance specialist.

The call center will be staffed sufficient to ensure all our calls are answered by live specialists rather than an interactive voice response system. These calls will be routed by our ACD system and once answered a customer will be placed on hold no more than an average of 30 seconds. The call center staffing will be adjusted as the demand for special plates increases and as needed, the Customer Service Manager and customer service specialists will help during temporary spikes in call volume.

We understand the call abandonment rate must be less than 4% per month and are pleased to say at our current MPI customer service sites we have a rate which is under the TxDOT requirement. With training, supporting application systems and other online help screens, we believe we will be able to remain below the TxDOT requirement at the SLP customer service center.





22.2.10. Section 10 — Application Processing Requirements: Describe the approach to meeting the application processing requirements as specified in Para. 15. in the order presented. Provide examples of ability to interface with external IT systems similar to TxDOT's RTS via TXONLINE® and FIMS.

MPI is proposing all of the data entry, customer service, call center and payment processing services necessary to perform specialty plates application processing requirements using the TXONLINE portal and the TxOOT IVTRS application. We consider this to be a proven approach and one that will allow MPI to take advantage of all of the functionality designed into this application.

The MPI team does bring considerable knowledge and hands-on experience with all of the systems TxDOT does require us to interface with, as demonstrated:

- Allied Consultants Inc. (ACI) has supported the registration and titling system
 development and maintenance since the original implementation of the Application
 Manager (AM)/Natural/ADABAS solution and was involved in the RTS II development
 of the Java-based, front-end system.
- Allied Consultants Inc. (ACI) team includes individuals who have supported the TxD0T FIMS
 application and have a current knowledge of the State of Texas financial system reporting
 requirements, including interfaces into the CPA's USAS.
- ACI and members of the team have been involved in supporting the CPA's USAS application since its original design and continue to provide consulting services from a functional and technical support perspective.
- Texas GovLink, Inc. (TGL) has current knowledge of the TXONLINE system and has built the
 required interface into TXONLINE in support of the implementation of the Texas Department
 of Public Safety's Drivers Responsibility System (DRS). This included creation of external
 interfaces into Bearing points e-Pay system, the CPA's USAS, and TxDPS third-party collection
 agency's financial system.





Based upon our understanding of TxDOT's SLP requirements and our knowledge of the existing systems to be used we propose the following approach to processing SLP applications.

The customer service specialists in the MPI customer service center and call center specialists will be trained to obtain and enter customer special plate information and will use the new TxDOT IVTRS automated system to accomplish application processing. We anticipate a large percentage of all SLP applications will be taken over the phone, using the Web site or at the customer service center, while few SLP customers will use a paper application. We understand the minimum data fields required for capture would include:

- Plate number, if a personalized plate
- · County of residence
- Customer name
- Address
- City, state and zip code
- Other fields as required

MPI will develop a front-end Web site that can be accessed directly or from the TXONLINE Web site. This site will be developed so specialty plates customers can view available special plates, inquire into the availability of plates, perform plate design and when ready, access the IVTRS application processing Web site. The MPI Web site will also allow the special plates customer to quickly obtain the answer to virtually all questions they may have regarding the design, order, fees and receipt process. Our goal in the development of this Web site is to make it as easy to use and informative as possible, thus eliminating problems and increasing customer satisfaction once the transaction begins.





When a specialty plates customer has made their selection and are at the customer service center or calling into the call center, the specialists will take their desired plate selection and do a quick check to see if the plate is on the Do Not Issue or Objectionable Plates List, or could be considered inappropriate. We will provide automated tools and queries to help support the specialist make a rapid determination of these requirements. Included in our review will be the following:

- A review of the application to ensure the requested plate is not contained on the TxDOT Objectionable Plates List
- A review of the application to ensure the requested plate is not contained on the TxDOT Do Not Issue List
- A review of the application to ensure it meets all of the criteria established for appropriateness included but not limited to:
 - Sexual connotations
 - Yulgarity
 - Derogatory to individual or group
 - Inappropriate references to alcohol, illegal activities or substances
 - Misrepresentations of law enforcement or other government entities
 - Conflicts with current plate patterns
 - Does not exceed TxDOT alphanumeric character parameters

If the plate request passes this preliminary review, the specialist will enter the SLP customer's request by accessing the IVTRS application. Once the CSS determines the requested plate is available to the customer they will determine the method of payment and process this transaction. If the customer is paying by personal credit card, the specialist will enter the credit card information and await approval. Upon receipt of approval of the transaction, the application will be submitted and the customer will be provided information on the time for processing of the application, when they can expect their plates to be ready and where to pick them up. If the customer wishes to pay by cash or check, the fee will be collected and MPI will use an MPI credit card to pay for the customer's special plate order. We do understand there is a fee of at least \$2.00 per special plates transaction, which is assessed by TXONLINE. We also understand that IVTRS will create all of the required transactions to update the RTS. FIMS and USAS systems.





We understand the application will be processed as part of the nightly batch runs in RTS. Upon receipt of TxDOT notification of acceptance and approval of the SLP application the next day. MPI will notify the customer by letter of the approval of the application. If the customer leaves an email address, we will also notify them by email of the approval of this application.

MPI will build a system which will capture the application information and the associated plate transaction number. This information will be updated daily to a database we will create and use to provide reconciliation of plate applications processed by MPI and those entered into the TxDOT RTS. IVTRS. FIMS and State Treasury. We will use this to audit our application processing and revenues on a monthly basis. We will also access this information to prepare necessary reports for collection of fees associated with this outsourced contract. We will work with TxDOT to determine the best and most effective approach for capturing this information from the RTS or TXONLINE systems.

If a special plates application is rejected because it does not comply with the TxDOT special plates policies, the customer will receive a notice of the rejection. The MPI team will continue to work with the special plates customer and attempt to identify another choice for them to select. In the rare event the customer is unable to identify an acceptable alternative, the MPI team will initiate the refund process which will be developed by TxDOT and MPI.

MPI will retain a copy of all rejection letters and use a TxDOT-defined FTP site or create an FTP site where these letters will be stored in chronological and alphabetical sequence, or according to the special plates transaction number.

On a monthly basis as a part of the MPI reporting requirements to TxDOT, we will create a summary listing all of the rejected applications with a reason for the rejection.

MPI proposes creation of an electronic copy of all applications to comply with established document retention guidelines of the TxDOT and the State of Texas. We will work with TxDOT upon contract award to understand these guidelines and create a retention system acceptable to TxDOT.





22.2.11. Section 11 — Funds Management Requirements: Describe the approach to meeting the funds management requirements as specified in Para 16. in the order presented. Provide examples of abilities to comply with requirements similar to the TxDOT Funds Management and Cost Accounting Policy. Procedures and Systems (Ref. Attachment D — TxDOT Funds Management).

MPI has carefully reviewed the requirements for funds management and Attachment D ~ TxDOT Funds Management. We understand the importance of accounting for all payment and refund transactions in compliance with the TxDOT policies, the Comptroller of Public Accounts Fund Accounting policies, and Generally Accepted Accounting Principles.

The MPI team brings accounting and technical personnel who have many years of experience with the State of Texas fund accounting system and knowledge of the TxDOT FIMS system. Specifically, we gained this experience as follows:

- Allied Consultants Inc. (ACI) team includes individuals who have supported the TxDOT FIMS
 application and have a current knowledge of the State of Texas financial system reporting
 requirements, including interfaces into the CPA's USAS.
- ACI currently supports application systems with the CPA and has an understanding of the Statewide Fund Accounting Policies and Reporting Requirements.
- ACI and TGL currently process manually and electronically invoices to a number of Texas state government customers and will support the development of the required weekly invoicing to TxDOT.

Using this experience, we will establish financial and auditing processes which mirror the requirements of TxDOT and put into place a well-documented, reconcilable and auditable system.

MPI plans to provide the special plates application processing using TXONLINE. Based upon the RFP and answers to vendor questions, we understand the planned functionality for the IVTRS will include all of the payment processing and creation of financial transactions for TxDOT FIMS and the Comptroller of Public Accounts. This includes payment and refund processing.

MPI will implement a financial system it will use to capture all transactions for accounting, auditing and reconciliation purposes. We will work with TxDOT to determine the best and most effective approach for capturing this information from the RTS or TXONLINE systems.





While rarely occurring, MPI will process refund transactions whenever a special plates customer places an order and it is later rejected or a refund is requested by the customer for any of the following reasons:

- TxDOT deems the plate inappropriate
- Plate request is on the Do Not Issue List
- Plate request is on the Objectionable List
- Special Plates customer requests a refund and returns plates

When MPI receives such a request, we will create an electronic file that contains the following refund information:

- Date
- Name of applicant
- Refund amount
- Method of payment
- Name of person who processed and entered refund request
- · Name of payee (if different from applicant)
- Statistical codes
- FIMS required codes
- Reason for refund

MPI understands it must build a refund process for the rare event a special plates customer must be refunded their payment. We are prepared to put into place a mutually agreed upon procedure for handling these refunds after discussing this with TxDOT. We do understand TxDOT does require proof of the initial deposit of the special plates payment to issue the warrant and will provide this information as part of the refund transaction MPI creates. Furthermore, our refund to the customer will be made up of MPI's share of the refund and the TxDOT portion which will be collected using a process to be defined later in the procurement or after contract award. We will maintain record of all refund transactions and report this information to TxDOT as a part of our reporting responsibility in order to provide TxDOT the necessary auditing record proving the vendor, acting as an agent for the state, has provided the customer their refund.





MPI will implement its own financial system to capture information on applications processed, payments and refunds. Based upon these applications MPI will calculate the fees due to MPI from TxDOT. We will create an invoice each Monday that contains payment amounts due based on the previous week's services. We understand TxDOT will process a warrant, preferably deposited by ACH, for the services provided, less the production cost and revenue due to TxDOT.

The MPI quality assurance group will establish procedures used for the capture and auditing of all special plates application processes. These procedures will be completed and reviewed by our external auditor, with a copy provided to TxDOT for its review and information.

As a TxDOT requirement for fulfillment of this contract we understand our books and records are subject to periodic and unannounced audits by TxDOT or its assigned auditors. We agree to provide any and all required information relevant to the provision of the services under the special plates contract and will cooperate fully with TxDOT to ensure full compliance with all requirements under this contract.





22.2.12. Section 12 — Reporting Requirements: Describe the approach to meeting the reporting requirements as specified in Para. 17. in the order presented. Provide examples of ability to generate monthly sales reports.

MPI understands the requirement to design and produce all reports required by TxDOT in Section 17 Reporting Requirements of the RFP. Upon contract award MPI will review the reporting requirements with TxDOT, develop a report template for TxDOT approval and then place this report into production. MPI will implement an internal financial system that will capture the required application, payment and refund information. We will also have reporting capabilities within our automated call distribution system which will allow us to capture required customer call information. Using this information, MPI will produce the following reports, as well as any others deemed necessary by TxDOT.

Daily Reports

Sales Report — A report containing the daily revenue, the type of plate issued, refunds and the following specific application or transaction information:

- · Date application was received
- · Received by name
- Name of applicant
- · Name of payee (if different from applicant)
- · Method of payment
- · Returns or refunds (require proof of deposit date)
- Proof of deposit
- Plate number
- Type of plate
- Transaction identification number

This daily sales report will be completed and delivered to TxDOT electronically before midnight of the day of the sale.

Weekly Reports

Sales Report — A report containing the weekly revenue, the type of plate issued, refunds similar to the daily report. This weekly sales report will be delivered to TxDOT electronically before midnight the following Monday.





Monthly Reports

Sales Report — A report containing the monthly revenue, the type of plate issued, refunds similar to the daily report. This monthly sales report will be delivered to TxDOT electronically before midnight the first Monday after month end.

<u>Monthly Call Center Report</u> — A report will be created providing TxDOT information on the monthly calls received by the MPI call center. This report will provide at a minimum the following:

- Average answer delay
- Call volume
- Call abandonment

MPI will produce this report and deliver it before midnight the first Monday after the month end.

<u>Monthly Customer Service Report</u> - A report will be created providing TxDOT information on the correspondence generated by the SLP application process. It will contain the following information:

- Type of correspondence (approval, rejection, refund, other)
- · Date correspondence created
- Date correspondence issued

MPI will produce this report and will deliver it before midnight the first Monday after the month end.

Annual Reports

Annual Summary Report — MPI will create a report that will summarize our performance based on agreed upon metrics of performance. We will meet with TxDOT to create meaningful metrics to measure sales, revenues, and overall performance of the contract. This report will be delivered to TxDOT the first Monday following the end of the reporting year.





22.2.13. Section 13 — Quality Assurance Plan: Describe approach to meeting performance requirements (Ref. Para.18.).

MPI understands the continued success of this program will rely heavily on continuous improvement in all areas of our operation of the marketing of special plates. We recognize there is a common process to be followed in the marketing and sale of special plates that will be used by all of our customer service representatives. By clearly explaining this process to each of the CSRs, and then systematically improving this process, we will enhance everyone's results and provide consistency within our customer service and call center operations. Our goal will be to create an environment where all team members share their best practices and brainstorm new ways to sell additional specialty plates. Using this approach we believe we will create a culture of improved quality, higher employee morale and better results, namely special plates sales.

In establishing our quality assurance plan, we have determined the main goals of our operation.

We believe there are two primary goals: 1) maximize the sale of specialty plates: 2) make the customers' experience with the MPI team as effortless and expedient as possible. We believe by making the customers' experience pleasurable, we will accomplish both of our stated goals and will strive to create quality assurance measures focused on this.

Call Center Metrics

MPI will establish metrics which will allow us to effectively measure the performance of our call center personnel. This will in turn be used to provide feedback into the quality of our operation and identify areas for improvement. We propose to establish evaluation parameters similar to the following:

- Calls per hour The number of calls a CSR receives in an hour
- Average time to answer a call The time it takes for our ACD to pick up a call and route it to a CSR
- Handle time the average time a CSR spends with a customer addressing questions and completing transactions
- Monitoring the call results Conducting random monitoring of CSR/customer calls





- Percent of calls abandoned The number of calls that are dropped after waiting for an answer
 or CSR to return with information
- Wait time Time spent by a customer on hold as the CSR researches questions or seeks additional help
- Complaints The number of complaints received by MPI or TxDOT because of dissatisfaction in the handling of the customer request

MPI will use the reports available from our ACD as well as custom reports developed to capture these measures and use the information to make adjustments in call center staffing and procedures, and to make improvements to the operations.

Customer Service Center - Call Center Quality Assurance Processes

MPI will establish processes for the customer service representatives which will help ensure their ability to successfully attain required performance goals in their daily work. These processes will include the following activities:

- Training The key to the success of each of the customer and call center specialists will be their clear understanding of the operation and work processes which will help them achieve customer satisfaction and a specialty plate sale. In addition to providing each CSR with a procedures manual which will cover everything from handling phone calls to issuing letters, the CSR will undergo several days of training conducted by our Quality Assurance/Training Manager. Our QA/Training Manager will be responsible for creation of the course curriculum and training materials, which will be based upon the procedures manual so the CSR will become familiar with the procedures manual once they are assigned to the customer service or call center.
- Mentoring We will establish call center teams and assign a team lead. This team lead will
 have daily responsibility for mentoring all trainees and other members of the team as needed.
 The objective is to provide each employee the necessary support, especially early in their
 employment, to learn from hands—on experience and the guidance of more senior leaders —
 the best way to work in the call center.





- Counseling We will conduct counseling sessions with the CSR as often as needed should
 deficiencies be noted in their daily performance. The CSR. Quality Assurance Manager and
 team leaders will meet together and use a proactive approach to teaching the common
 processes to use in the call center to help prepare the CSR for improved performance while
 on the floor.
- Evaluations We will conduct quarterly reviews of all CSRs during the first year they are with the team. After the first year, we will consider moving the CSR to a semi-annual review period.
- Incentives and motivation We will establish a structure for providing the CSR incentives for
 meeting predefined performance measurements. We will also establish other motivational
 goals and rewards for hitting these goals to build unity within the team and keep them
 continuously encouraged to achieve a high level of performance.

Hiring and Retention

MPI believes the quality assurance program begins with the initial hiring of the CSR. We also believe retaining employees adds to the quality of the program. We intend to hire individuals who are capable of providing outstanding service. These individuals will need to have demonstrated experience and success in dealing with the public, and possess excellent communication skills. We will develop a pre-screening questionnaire which will allow us to quickly determine if an individual has the type of experience and personality for a CSR role. We will then conduct a series of tests intended to further identify the individual's communication capability, typing and language skills. We will carefully check all references and conduct a background check on employees, including specially developed background checks for those employees that may handle financial transactions or credit card information.

MPI will establish a compensation and rewards program which will provide a high employee satisfaction level, which will lead to loyalty and long-term employment. This will include benefits such as health insurance, retirement plans, and vacation and sick leave.





Customer Surveys

The best measure of our performance will come from the specialty plate customers. MPI will go to our customers and capture information from them related specifically to the specialty plate transaction. MPI will develop a survey specifically designed to ask questions about our call center operations and their experience with the CSR. It would include:

- · Purpose of the call
- · Results of the call
- · Time required to receive results
- · Suggested improvements
- · Problems encountered
- Market research

This information will be evaluated by our quality assurance team and reported back to the Call Center Manager as well as TxDOT, with a plan for correcting any problems or improving process within the call center.



TEXAS DEPARTMENT OF TRANSPORTATION ADDENDUM 1

DATE: February 7, 2007

SUBJECT: Marketing, Sale and Design of Specialty License Plates

SOLICITATION NO.: B 44 2007 005563 000

OPENING DATE: April 20, 2007

Change: Opening date from April 20, 2007 to May 18, 2007

Change: TxDOT Specification 961-53-46, dated, January 2007.

Change: Change paragraphs 12.3.3 & 12.3.4 as shown below:

FROM:

12.3.3 The vendor shall pay TxDOT \$3640 in costs for each new approved SLP before TxDOT initiates any work.

TO:

12.3.3 The vendor shall pay TxDOT \$6215.00 in costs for each new approved SLP before TxDOT initiates any work.

FROM:

12.3.4 The vendor shall pay TxDOT \$895 to redesign an existing plate, and \$3640 to convert a standard plate to motorcycle size and vice versa before TxDOT initiates any work.

TO:

12.3.4. The vendor shall pay TxDOT \$895 to redesign an existing plate, and \$6215.00 to convert a standard plate to motorcycle size and vice versa before TxDOT initiates any work.

Purchasing Point of contact: Jess R. Castilleja, CTPM, CPPB, CTP Senior Purchaser

THE DEPARTMENT OF TRANSPORTATION

TEXAS DEPARTMENT OF TRANSPORTATION <u>ADDENDUM 1 (Continued)</u>

IN THE SUBMISSION OF THIS RFP, RESPONDENT MUST ACKNOWLEDGE RECEIPT OF THIS ADDENDUM; OTHERWISE THIS RESPONSE MAY NOT BE GIVEN CONSIDERATION. RESPONDENT MAY ACKNOWLEDGE RECEIPT ON FACE OF RESPONSE OR BY RETURNING ONE COPY OF THIS NOTICE.

SIGNED:

COMPANY NAME:

TEXAS DEPARTMENT OF TRANSPORTATION ADDENDUM 2

DATE: March 15, 2007

SUBJECT: Marketing, Sale and Design of Specialty License Plates

SOLICITATION NO.: B 44 2007 005563 000

OPENING DATE: MAY 18, 2007

Change: RFP Instructions - QUESTIONS CONCERNING RFP B442007005563000

Currently reads as:

Deadline for submission of initial questions to be answered at the Pre-proposal Conference is:

Date: FEBRUARY 23, 2007

TxDOT Response to initial set of Questions: MARCH 1, 2007

Deadline for submission of final questions after Pre-Proposal conference shall be submitted by:

Date: MARCH 16, 2007

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Change to read as:

Deadline for submission of Initial questions is:

Date: FEBRUARY 23, 2007

TxDOT Response to Initial set of Questions: MARCH 1, 2007

Deadline for submission of 2nd Set of questions shall be submitted by:

Date: APRIL 6, 2007

TxDOT Response to 2ND set of Questions: APRIL 20, 2007

Deadline for submission of Final questions shall be submitted by:

Date: MAY 4, 2007

TxDOT Response to Final set of Questions: MAY 11, 2007

TEXAS DEPARTMENT OF TRANSPORTATION ADDENDUM 2 (Continued)

Purchasing Point of contact: Jess R. Castilleja, CTPM, CPPB, CTP Senior Purchaser

TEXAS DEPARTMENT OF TRANSPORTATION

IN THE SUBMISSION OF THIS RFP, RESPONDENT MUST ACKNOWLEDGE RECEIPT OF THIS ADDENDUM; OTHERWISE THIS RESPONSE MAY NOT BE GIVEN CONSIDERATION. RESPONDENT MAY ACKNOWLEDGE RECEIPT ON FACE OF RESPONSE OR BY RETURNING ONE COPY OF THIS NOTICE.

SIGNED: DATE: 5-17-07

RESPONDENT NAME: James Power



22.2.14. Section 14 — Business Continuity and Disaster Recovery Plan: Respondent shall submit a business continuity and disaster recovery plan detailing how they propose to meet the specifications in the event vendor service is interrupted. The plan shall detail the vendor's backup and recovery process (Ref. Para. 19.).

MPI understands the importance of preparing for business continuity or disaster recovery to address fire. theft, natural disaster or technical difficulty. MPI has been involved in the creation of these plans to provide our customers assurance of uninterrupted service even in the worst case scenario. We have created these plans for our current outsourced plate operations, as well as for other organizations, including Texas state government clients like TxDOT.

MPI has identified two aspects of our operation for which we must develop contingency plans. The first is the housing of our customer service and call center personnel.

Similar to our other operations. MPI will have an arrangement with a third party to provide another facility with access to a dedicated area. This facility will be equipped and ready to house our customer service and call center specialists with telephones, computers and network access so we could start business within a day. We will establish a service level agreement with this company in order to satisfy our need for business continuity.

MPt will establish agreements with third-party business continuity vendors for the storage of electronic records and physical files. In addition, MPI will establish an agreement with a local firm to provide remote hosting for our necessary back-office and application systems. This will be a site that will allow for rapid start up in the case of loss of all automated systems at the MPI customer service and call center site.





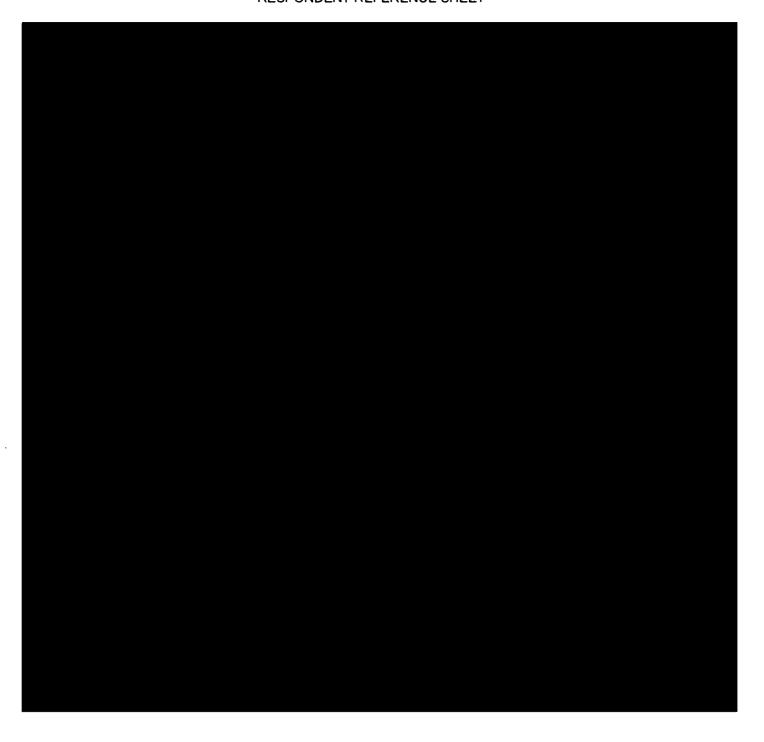
MPI will ensure the physical and technical infrastructures have the basic protection against small scale incidents. This will include the installation of the following physical and procedural items:

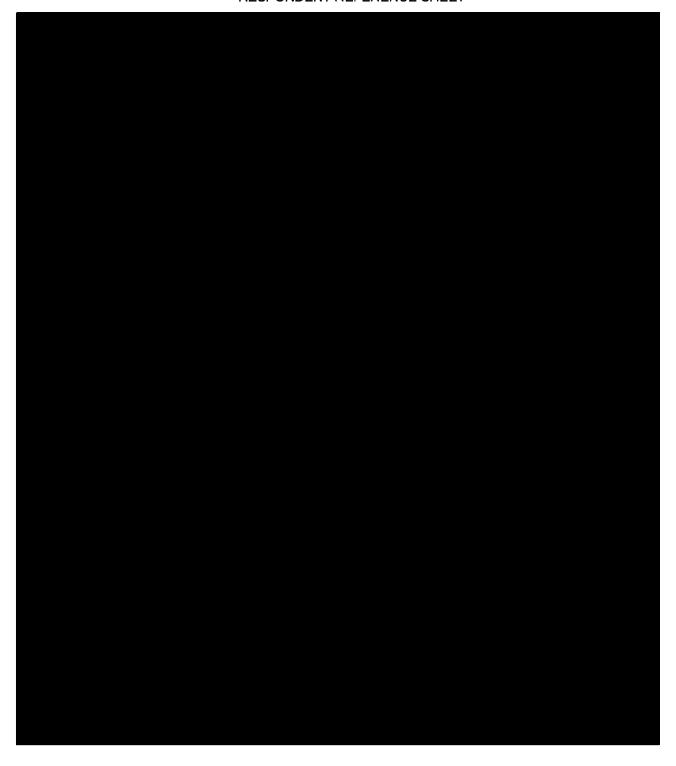
- Uninterrupted power supplies
- Onsite physical access security
- Smoke alarms
- Fire extinguishers
- Evacuation procedures
- Network and data security prevention measures

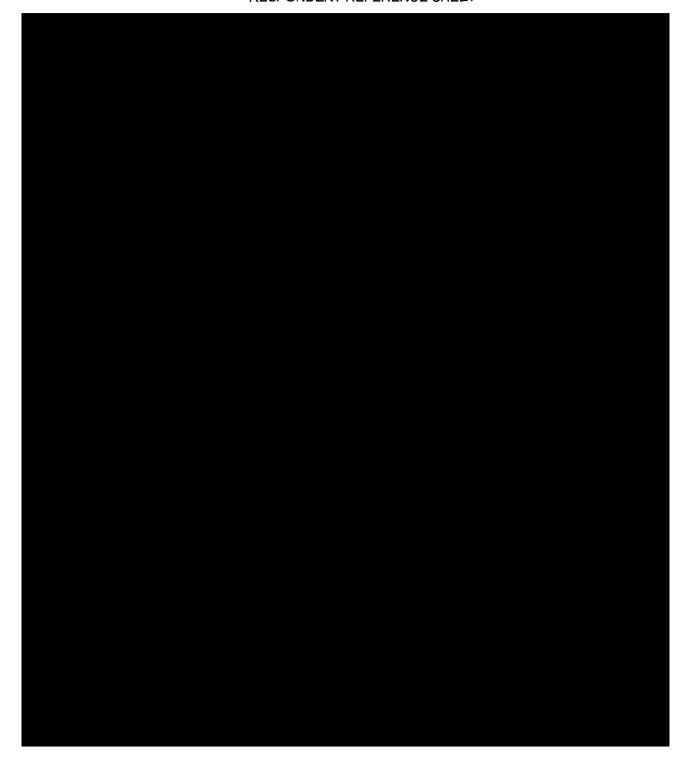
MPI will create a much more detailed disaster recovery and business continuity plan upon contract award and consultation with the TxDOT team on the agency's requirements.

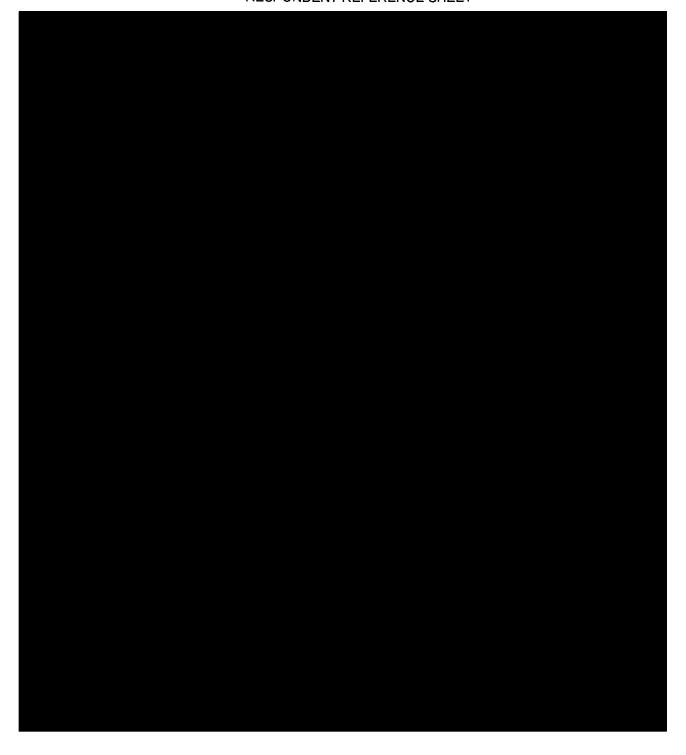


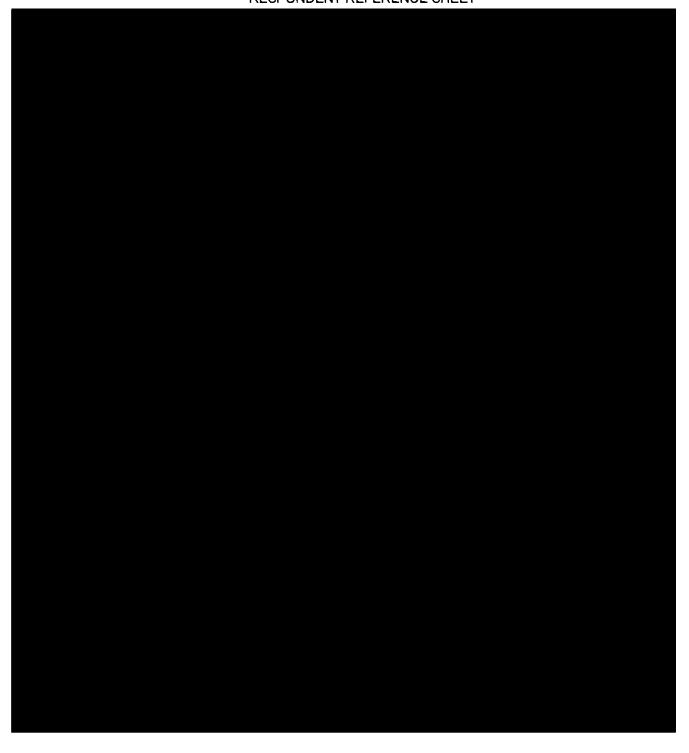


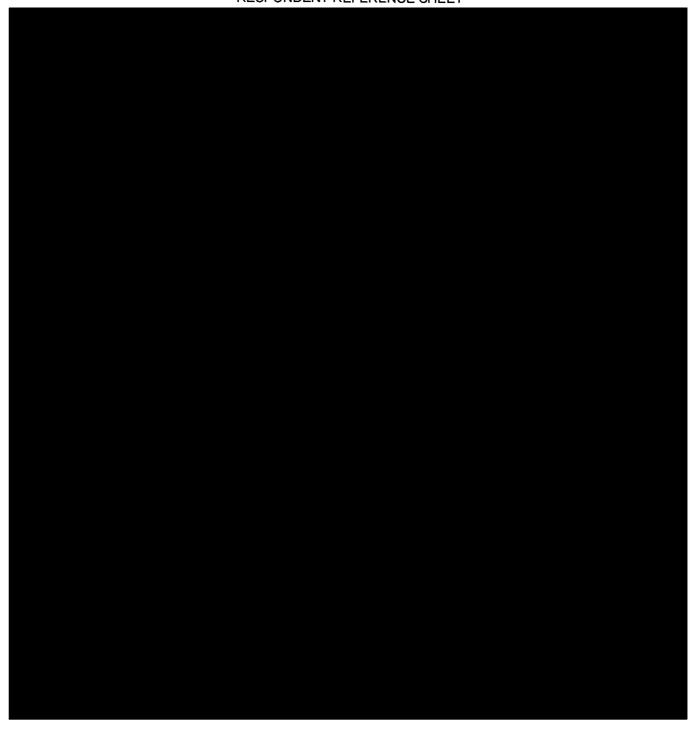


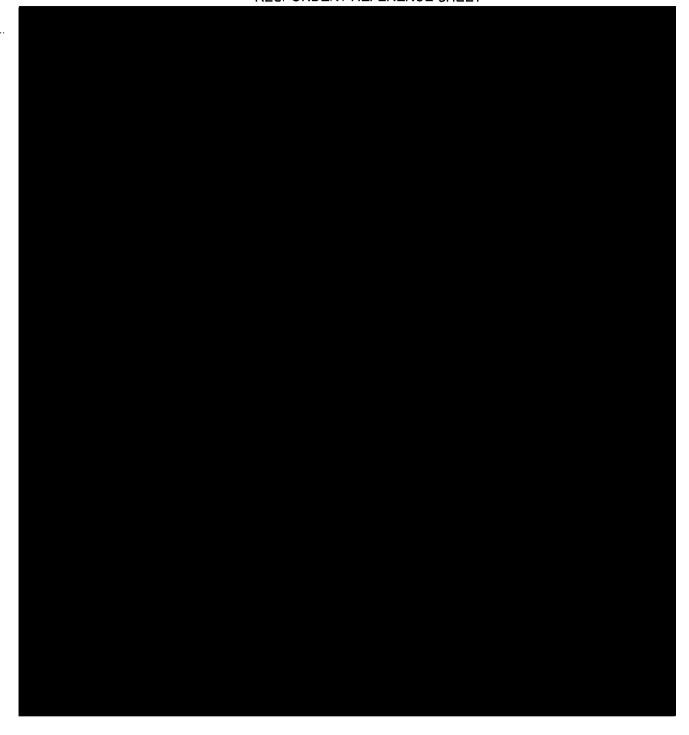


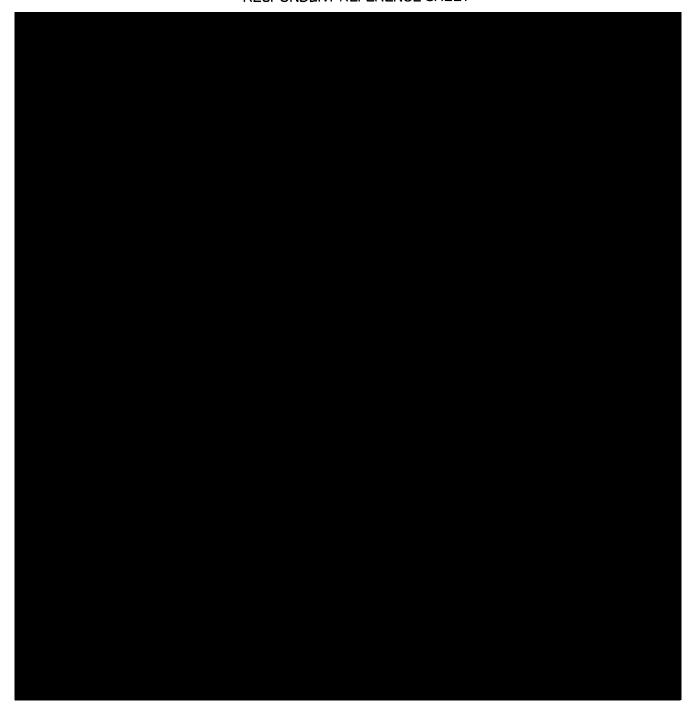


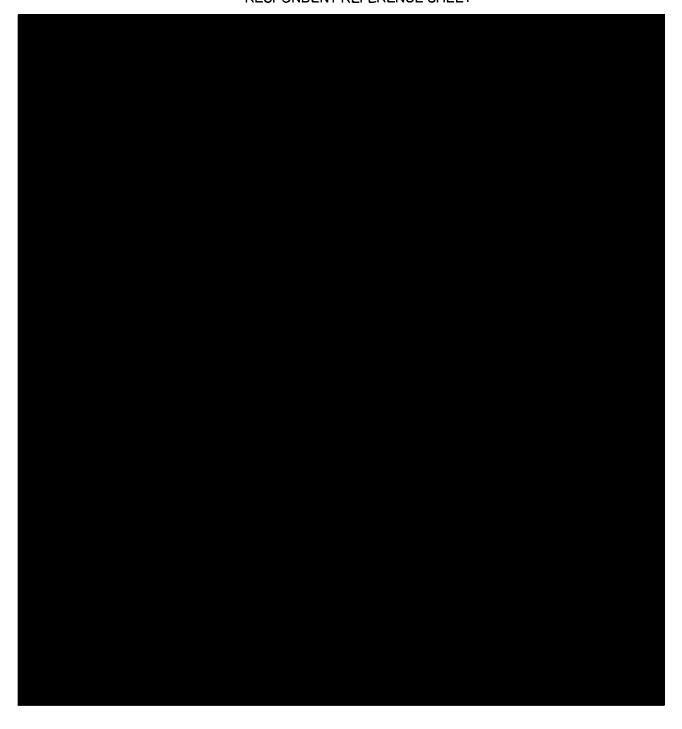


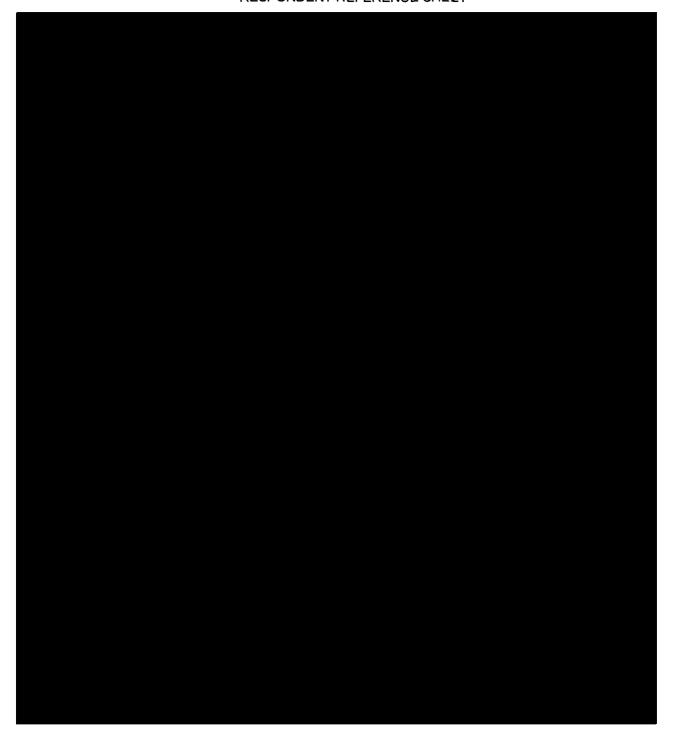




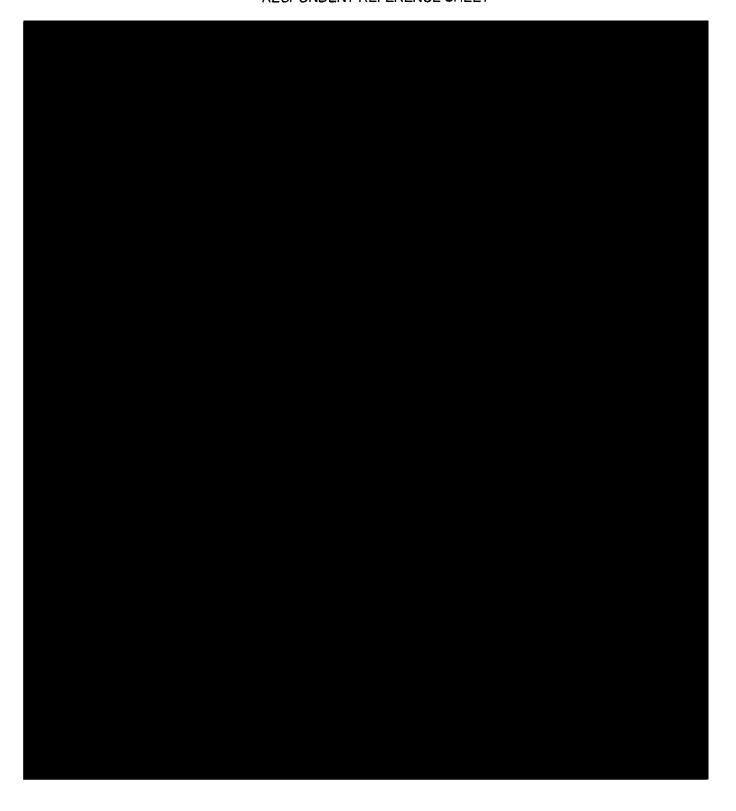




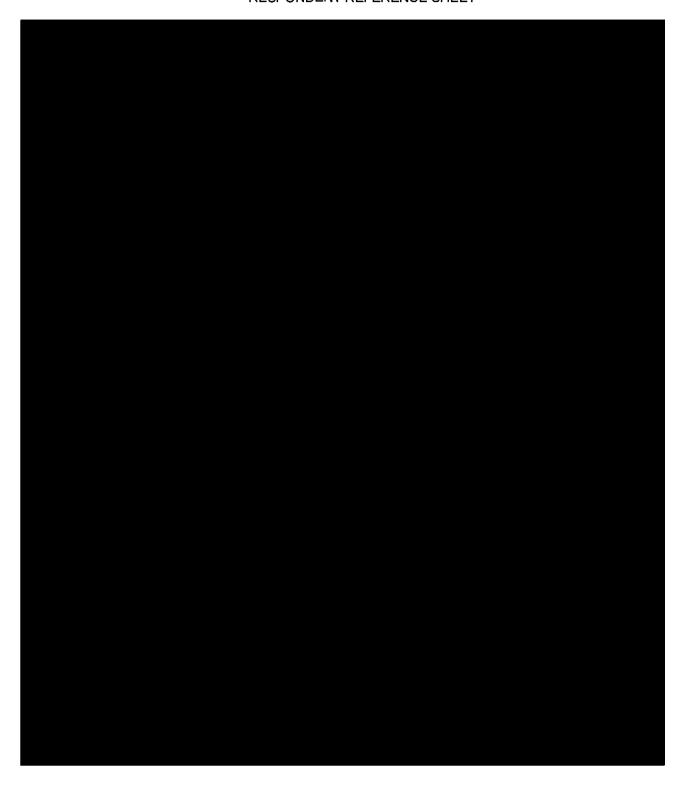














Brisbane International Motor Show 2005



www.brisbanemotorshow.com.au

To whom it may concern,

The Brisbane International Motor Show is an annual event held in the capital city of Queensland, Australia. Queensland's Population is 3.39 million, of whom 1.6 million reside in Brisbane. In land terms, the State accounts for more than one fifth of Australia. The Brisbane International Motor Show is similar to other major motoring events, such as those held in Detroit and/or New York.

Over the past 5 years, Personalised Plates Queensland (PPQ) has been a regular exhibitor at the Motor Show and they have always been thoroughly professional people to deal with. PPQ always plan things in detail and each year their stand has attracted major interest from the public. They are also very experienced at arranging outstanding public relations opportunities, such as their Collector Plate auction, which attracts huge crowds and helps swell the overall number of people visiting the Motor Show. This year, the Brisbane International Motor Show attendance figures set new all time high figures, which were 20% above the previous record.

PPQ has been a real success story and the personalised plate business continues to go from strength to strength. The people behind PPQ are highly regarded in the business community and are a pleasure to work with on major events such as the BIMS. Should you require further information about our dealings with PPQ, I would be pleased to provide it.

Yours sincerely

Bobbie-Jo (BJ) England

oller of Cryful

Brisbane International Motor Show Manager

2005 BIMS 4-13 February M. 50, 100, B.

BRISBANE BRONCOS LIMITED

A.B.N. 41 009 570 030

Fulcher Road, Red Hill Qld 4059 Australia Telephone: (07) 3858 9111 Facsimile: (07) 3858 9112 Internet: www.broncos.com.au





TO WHOM IT MAY CONCERN

The Brisbane Broncos Ltd is a publicly listed company on the Australian Stock Exchange (ASX) and the owner of the Brisbane Broncos Rugby League football team.

The Brisbane Broncos compete in the National Rugby League (NRL) competition and since the team's inception in 1988 has been one of the most popular and winning teams in the history of the league.

In 2001, the Brisbane Broncos were approached by Personalised Plates QLD with the idea of establishing personalised plates with the team's colours, logo and famous "Let's Go Broncos" slogan.

Our management team identified this as an excellent initiative because it provided our fan base with a merchandised product which was a fun and unique new way of showing their support for the game and for our team. We could also foresee the income which could be generated from a licensed agreement between the NRL, our national governing body, and Personalised Plates QLD regarding the ongoing sale of these plates.

With our support, Personalised Plates QLD developed an approved design, established a formal agreement with the NRL and has subsequently handled the promotion and sales of the Brisbane Broncos plates throughout Queensland. We continue to enjoy a positive, professional relationship with the team from Personalised Plates QLD.

Yours sincerely

Fraser Kendall

Marketing Manager

Brisbane Broncos









Gold Coast Motor Events Co ABN 86 218 632 506 PO Box 3007 Level 5, 64 Marine Parade Southport Qld 4215

Telephone: (07) 5588 6800 Facsimile: (07) 5588 6899 www.indy.com.au

March 8, 2005

Mr Ian Andrew General Manager Personalised Plates Queensland Level 1 52 McDougall St Milton Qld 4002

Dear Mr Andrew

RE: Reference for PPQ business.

This reference confirms our relationship with Personalised Plates Queensland started some six years ago with the launch of an Indy 300 personalised plate.

The plate was designed to support the Champ Car series and Event in Australia.

We have enjoyed working with PPQ in that time and have developed a range of suitable personalised plates that support and promote Queensland's biggest annual sporting event.

The "Indy" plate has enjoyed great success over the years and has been a valuable addition to our marketing and sales initiatives by providing exposure on event fan's vehicles all year round.

PPQ's ongoing commitment and support of this plate not only supports the plate product, but also is an important tool for selling our event.

We look forward to continued success in years to come.

Yours sincerely

Greg Price National Marketing Manager



THE GABBA Level 5, 812 Stanley Street Woolloongabba QLD 4102 Phone: (07) 3335 1777

COMMUNICATIONS

FOOTBALL/

BRISBANE AFL SHOP Fax: (07) 3335 1766 EMAIL ADDRESS: shop@lions.com.au

POSTAL ADDRESS:

PO Box 1535

Coorparoo DC

QLD 4151

EMAIL ADDRESS: email@lions.com.au admin@lions.com.au MARKETING/ **MEMBERSHIP**

FINANCE Fax: (07) 3335 1766 **EMAIL ADDRESS:** finance@lions.com.au

CHIEF EXECUTIVE

Fax: (07) 3891 5929

Fax: (07) 3891 2955 EMAIL ADDRESSES: football@lions.com.au media@lions.com.au

Phone: (07) 3335 1712

Fax: (07) 3891 1222 **EMAIL ADDRESS:** marketing@lions.com.au

INTERNET WEB ADDRESS:

GENERAL FMAIL ADDRESS:

http://www.lions.com.au

9 March 2005

TO WHOM IT MAY CONCERN

The Brisbane Lions are regarded by many as the most successful and progressive club in the modern era of the Australian Football League (AFL) competition. In the past four years, the Brisbane Lions have competed in every national grand final, winning the premiership on three of those four occasions.

As a Club and professional business operation, we pride ourselves on our ability to generate interest in our brand, our team and our range of affiliated products and services amongst both the general public and the corporate community. An important element of this effort is the marketing of our licensed merchandise.

In 2002, in conjunction with Personalised Plates Queensland (PPO) and the Australian Football League (AFL) we extended our merchandise range to include the first Brisbane Lions personalised plates. Our specially designed plates are very popular with our supporters and provide us with a new way of promoting our football club on vehicles across the country. We recognise that with every supporter who purchases our plates, we are indirectly getting a mini, mobile billboard advertising our team!

The Brisbane Lions plates also generate another key benefit for us by way of the royalty fee paid by PPQ to the AFL (and in turn, the Brisbane Lions) on the sale of every set of our plates. This provides a valuable revenue stream for our Club and we hope this continues well in to the future.

We must compliment PPO on their professionalism and the ease of doing business with them. We are kept well informed of product developments, sales figures and are provided with a variety of point of sales aids for our own merchandise store. PPQ handles all sales and marketing of the Brisbane Lions plates and we enjoy the many benefits we receive from our commercial arrangement with them.

Yours sincerely

Mike Schofield Merchandising Manager 07 3335 1709





HUB SUBCONTRACTING PLAN (HSP)

.cordance with Gov't Code §2161.252, the contracting agency has determined that subcontracting opportunities are probable under this contract. Therefore, respondents, including State of Texas certified Historically Underutilized Businesses (HUBs), must complete and submit a State of Texas HUB Subcontracting Plan (HSP) with their solicitation response.

NOTE: Responses that do not include a completed HSP shall be rejected pursuant to Gov't Code §2161.252(b).

The HUB Program promotes equal business opportunities for economically disadvantaged persons to contract with the State of Texas in accordance with the goals specified in the State of Texas Disparity Study. The HUB goals defined in 1 TAC §111.13 are. 11.9 percent for heavy construction other than building contracts, 26.1 percent for all building construction, including general contractors and operative builders contracts, 57.2 percent for all special trade construction contracts, 20 percent for professional services contracts, 33 percent for all other services contracts, and 12.6 percent for commodities contracts.

Agency Special Instructions/Additional Requirements		
	•	
SECTION 1 - RESPONDENT AND SOLICITATION INFORMATION	ON	
a. Respondent (Company) Name: My Plates Inc.	State of Texas VID #: 32004645316	
Point of Contact: Darrel Hunt	Phone #. 512.971.2303	
Is your company a State of Texas certified HUB? ☐ - Yes ☒ - Ne	0	
c. Solicitation # B44200700556300		
intentions ☐ - Yes, I will be subcontracting portion(s) of the contract. (If Yes, in the spaces provided below, list the portions o	k for a governmental entity. Check the appropriate box that identifies your subcontracting if work you will be subcontracting, and go to page 2.) act, and will be fulfilling the entire contract with my own resources.	
(If No, complete SECTION 9 and 10.)	Las Hay H. Cubassisseting Openhamit. Description	
Line item # - Subcontracting Opportunity Description (#1) - 920-40 Programming Services	Line Item # - Subcontracting Opportunity Description (#11) -	
(#2) -	(#12)	
(#3)	(#13) -	
(#4) -	(#14)	
(#5) -	(#15) -	
(#6) -	(#16)	
(#7) -	(#17) -	
(#8)	(#18) (#19) -	
(#10) -	(#20) -	

HSP Rev 12/06

^{*}if you have more than twenty subcontracting opportunities, a continuation page is available at http://www.tbpc.state.tx.us/communities/procurement/prog/hub/hub-iorms/hsp_sep06_cont1 doc.

Enter your company's name here: My Plates, Inc		Solicit	ation #: B4420	0700556300	
IMPORTANT: You must complete a copy of this page for <u>each</u> of the s download copies at http://www.tbpc.state.tx.us/communities/procurem			ION 2. You may p	photocopy this page o	
CTION 3 - SUBCONTRACTING OPPORTUNITY					
Enter the line item number and description of the subcontracting opportunity	y you listed in SECTION 2				
Line Item # 1 Description: Programming Services					
SECTION 4 - MENTOR-PROTÉGÉ PROGRAM					
If respondent is participating as a Mentor in a State of Texas Mentor Protégé Program, submitting their Protégé (Protégé must be a State of Texas certified HUB) as subcontractor to perform the portion of work (subcontracting opportunity) listed in SECTION 3, constitutes a good faith effort towards that specific portion of work. Will you be subcontracting the portion of work listed in SECTION 3 to your Protégé?					
☐ - Yes (If Yes, complete SECTION 8 and 10.)	olicable (If No or Not Appli	cable, go to SECTION	5.)		
SECTION 5 - PROFESSIONAL SERVICES CONTRACTS ONL This section applies to Professional Services Contra		ts go to SECTION 6.			
Does your HSP contain subcontracting of 20% or more with HUB(s)?					
•					
In accordance with Gov't Code §2254 004 "Professional Services" means se landscape architecture; land surveying, medicine; optometry, professional en- professional employment or practice of a person who is licensed or registered including a surgeon; an optometrist, a professional engineer, a state certified or	gineering: real estate apprais as a certified public accounta	ing; or professional num int an architect a lands	sing; or (B) provided cape architect, a lan	d in connection with the	
SECTION 6 - NOTIFICATION OF SUBCONTRACTING OPPOR					
Complying with a, b and c of this section constitutes Good Faith Effort towards the portion of work listed in SECTION 3. After performing the requirements of this section, complete SECTION 7, 8 and 10.					
a. Provide written notification of the subcontracting opportunity listed in S List (CMBL), found at http://www2.tbpc.state.tx.us/cmbl/cmblhub.hidenlify available HUBs Note: Attach supporting documentation (legood faith effort performed.	ntml, and its HUB Directory	, found at http://www.	2.tbpc.state.tx.us/c	cmbl/hubonly.html, to	
Provide written notification of the subcontracting opportunity listed in identifying potential HUBs by disseminating the subcontracting opportube accessed at http://www.tbpc.state.tx.us/hub/minoritywomenbtransmittals , electronic mail, etc.) demonstrating evidence of the g	nity to their members/partici puslinks.html Note: <u>Att</u>	pants. A list of trade or ach supporting doc	ganizations and de-		
c Written notifications should include the scope of the work, information re- required qualifications, and identify a contact person. Unless the contra (5) working days from their receipt of notice to respond, and provide development center no less than five (5) working days prior to the submitted.	acting agency has specified te notice of your subcontra	a different time period, cting opportunity to a	you must allow the	HUBs no less than five	
SECTION 7 - HUB FIRMS CONTACTED FOR SUBCONTRACT	TING OPPORTUNITY				
List three (3) State of Texas certified HUBs you notified regarding the port date you provided notice, and if you received a response Note: Attach demonstrating evidence of the good faith effort performed.	tion of work (subcontracting	opportunity) listed in Si n (letters, phone logs	ECTION 3. Specify i, fax transmittals,	the vendor ID number, electronic mail, etc.)	
Company Name	VID#	Notice Date (mm/dd/yyyy)	• Was R	Response Received?	
Technology Consortium LLP	1743021134600	(mm/dd/yyyy) 3 / 5 / 200)7 🖂	- Yes 🔲 - No	
Texas GovLink, Inc.	1742899845800	3 / 5 / 200		- Yes □ · No	
Netgineer Data Systems	30119088943	3 / 5 / 200		- Yes 🖾 - No	
SECTION 8 - SUBCONTRACTOR SELECTION					
List the subconfractor(s) you selected to perform the portion of work (subcobe subconfracted, the approximate dollar value of the work to be subconfracted.	ontracting opportunity) listed acted, and indicate if the corr	in SECTION 3. Also, s ipany is a Texas certific	specify the expected at HUB.	d percentage of work to	
Company Name	VID#	Expected % of Contract	Approximate Dollar Amount	Texas Certified HUB?	
Texas GovLink, Inc.	1742899845800	10%	\$100,000	⊠ - Yes □ - No*	
			\$		
n the subcontractor(s) you selected is not a Texas certific	ed HUB, provide writte		<u>·</u>		

SECTION 9	- SELF PERFORMANCE JUSTIFICATION (If you responded "No" to SECTION 2, you must complete SECTION 9 and 10.)		
Jes your resp	onse/proposal contain an explanation demonstrating how your company will fulfill the entire contract with its own resources?		
🗌 - Yes	☐ - Yes If Yes, in the space provided below, list the specific page/section of your proposal which identifies how your company will perform the entire contract with its own equipment, supplies, materials and/or employees.		
<u> </u>	If No, in the space provided pelow, explain how your company will perform the entire contract with its own equipment, supplies, materials, and/or employees.		
	r		
SECTION 10	- AFFIRMATION		

As evidenced by my signature below, I affirm that I am an authorized representative of the respondent listed in SECTION 1, and that the information and supporting documentation submitted with the HSP are true and correct. Respondent understands and agrees that, if awarded any portion of the solicitation:

- The respondent must submit monthly compliance reports (Prime Contractor Progress Assessment Report PAR) to the contracting agency, verifying their compliance with the HSP, including the use/expenditures they have made to subcontractors. (The PAR is available at http://www.tbpc.state.bx.us/communities/procurement/prog/hub/hub-forms/progressassessmentrpf).
- The respondent must seek approval from the contracting agency prior to making any modifications to their HSP. If the HSP is modified without the contracting agency's prior approval, respondent may be subject to debarment pursuant to Gov't Code §2161.253(d).
- The respondent must, upon request, allow the contracting agency to perform on-site reviews of the company's headquarters and/or work-site where services are to be performed and must provide documents regarding staff and other resources.

Signature

Enter your company's name here: My Plates, Inc.

Printed Name

Solicitation #: **B44200700556300**

HSP Rev. 12/06



March 9, 2007

Mariano Camarillo, President Texas GovLink, Inc. 1304 West Avenue Suite 200 Austin, Texas 78701 mariano@texasgovlink.com

Dear Mr. Camarillo,

Personalized Plates – Texas, Inc. (PPT) has asked me to identify and solicit a proposal from a Certified Historically Underutilized Business to support them in the development of their response to the Texas Department of Transportations (TxDOT) Marketing, Sale and Design of Specialty Plates, Solicitation Number B44200700556300.

We are seeking a firm with experience and capability to provide the following services:

- Support the development of the PPT response to TxDOT
- Support the identification and selection of qualified staff to become part of the PPT Team
- Manage the identification and selection of HUB firms to participate in the development of the technology architecture for the PPT Austin office
- Manage the identification and selection of HUB firms to participate in the marketing and promotion of Specialty Plates

The TxDOT request for proposal can be found at the Texas Building and Procurement Commission Electronic State Business Daily at the following URL:

http://esbd.tbpc.state.tx.us/bid show.cfm?bidid=68946

If you are interested in becoming a part of the PPT Team, please provide me a response to this invitation as soon as possible. Please include the following information:

- A one page statement of your qualifications and experience in providing similar services
- An estimate of the hourly rate you would charge for these services

Please let me know if you have any questions regarding this invitation to participate as a member of the PPT Team. You may reach me at dhunt|1@austin.rr.com.

Sincerely

Darrel Hunt

Personalized Plates - Texas, Inc.

Danel Hunt



March 5, 2007

Sam Perez Netgineer Data Systems Inc. 4668 Hwy 290 E. F-107 Austin Texas 78723 sperez@netgineer.com

Dear Mr Perez,

Personalized Plates – Texas, Inc. (PPT) has asked me to identify and solicit proposals from Texas Certified Historically Underutilized Businesses for their response to the Texas Department of Transportations (TxDOT) Marketing, Sale and Design of Specialty Plates, Solicitation Number B44200700556300.

We are seeking technology firms with experience and capability to provide the following services:

- Technology Architecture Design and Implementation Design and install necessary software and hardware for the PPT Austin office
- CRM Identification and Installation Identify, acquire, install and modify as needed a customer relationship management product

The TxDOT request for proposal can be found at the Texas Building and Procurement Commission Electronic State Business Daily at the following URL:

http://esbd.tbpc.state.tx.us/bid_show.cfm?bidid=68946

If you are interested in becoming a part of the PPT Team, please provide me a response to this invitation by March 23, 2007 at 5:00 p.m. Please include the following information:

- A one page statement of your qualifications and experience in providing similar services
- A resume of an individual within your firm qualified to perform the requested services
- An estimate of the hourly rate you would charge for these services

Please note at this point we are trying to qualify HUB firms who we believe are qualified to provide the requested services. After receiving your proposal your firm will be notified of selection and asked to become an integral part of the proposal development team as we work toward completion of our response by May 18, 2007.

Please let me know if you have any questions regarding this invitation to participate as a member of the PPT Team. You may reach me at <u>mariano@texasgovlink.com</u>.

Sincerely

Mariano Camarillo Texas GovLink, Inc.



May 2, 2007

Roy Mata President Texas Association of HUBS

My Plates Inc. has asked me to identify and solicit proposals from Texas Certified Historically Underutilized Businesses for their response to the Texas Department of Transportations (TxDOT) Marketing, Sale and Design of Specialty Plates, Solicitation Number B44200700556300.

We are seeking technology firms with experience and capability to provide the following services:

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http://esbd.tbpc.state.tx.us/bid_show.cfm?bidid=68946

If you or members of your association are interested in becoming a part of the MPI Team, please provide me a response to this invitation by May 11, 2007 at 5:00 p.m. Please include the following information:

- A one page statement of your qualifications and experience in providing similar services
- A resume of an individual within your firm qualified to perform the requested services
- An estimate of the hourly rate you would charge for these services

Please note at this point we are trying to qualify HUB firms who we believe are qualified to provide the requested services. After receiving your proposal your firm will be notified of selection and asked to become an integral part of the proposal development team as we work toward completion of our response by May 18, 2007

Please let me know if you have any questions regarding this invitation to participate as a member of the MPI Team. You may reach me at <u>mariano@texasgovlink.com</u>.

Sincerely

Mariano Camarillo Texas GovLink, Inc



March 5, 2007

Keith Morgan, Principal Technology Consortium LLP 10812 Galsworthy Lane Austin, Texas 78739 kmorgan@tech-consortium.com

Dear Mr. Morgan,

Personalized Plates – Texas, Inc. (PPT) has asked me to identify and solicit proposals from Texas Certified Historically Underutilized Businesses for their response to the Texas Department of Transportations (TxDOT) Marketing, Sale and Design of Specialty Plates, Solicitation Number B44200700556300.

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Please let me know if you have any questions regarding this invitation to participate as a member of the PPT Team. You may reach me at mariano@texasgovlink.com.

Sincerely

Mariano Camarillo Texas GovLink, Inc.



May 2, 2007

Dinah Lovett, President Central and South Texas Minority Business Council 912 Bastrop Highway Suite 101 Austin Texas 78741

Dear Ms. Lovett,

My Plates Inc. has asked me to identify and solicit proposals from Texas Certified Historically Underutilized Businesses for their response to the Texas Department of Transportations (TxDOT) Marketing, Sale and Design of Specialty Plates, Solicitation Number B44200700556300.

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- A resume of an individual within your firm qualified to perform the requested services
- An estimate of the hourly rate you would charge for these services

Please note at this point we are trying to qualify HUB firms who we believe are qualified to provide the requested services. After receiving your proposal your firm will be notified of selection and asked to become an integral part of the proposal development team as we work toward completion of our response by May 18, 2007.

Please let me know if you have any questions regarding this invitation to participate as a member of the MPT Team. You may reach me at <u>mariano@texasgovlink.com</u>.

Sincerely

Mariano Camarillo Texas GovLink, Inc.



- BrainJuicer™ and Owner Interview Research Findings Report
- Addendum 1
- Addendum 2



My Plates, Inc. Overall Research Findings & Recommendations

Combined Findings & Recommendations from Brainjuicer Research & Owner Interviews

January 17, 2007





Background

- Executive Summary
 - Combined Research Findings
 - Overall Recommendations (across both pieces of research)
- Individual Research Projects Detailed Findings
 - Brainjuicer
 - Owner Interviews





Background

- Conducted two pieces of research in December 2006:
 - Brainjuicer Quant & Qual Exploration
 - Qualitative Owner Interviews
- Took learning and recommendations from both pieces of research and synthesized for one document.





Executive Sum: Findings

- Overall appeal (Top 2 Box) is at 26% of respondents. 10% would "definitely purchase" based on the test concept board.
 - This compares to a 1% share of market currently held by personalized and/or specialty plates.
 - 38% indicate interest in themed merchandise (benchmark concept).
 - Segmentation is diverse and needs more analysis.
- Strong purchase intent skew age 18-24.
 - No real gender or income discriminating factors.
- Drivers of appeal include supporting a cause "I believe in communicating my personality and being unique/cool."
- Barriers focus on cost, "not for me," and desire not to draw attention to self/car.
- Current owners are outgoing, active enthusiasts that like to express their personalities and share a little about themselves with others.
- Biggest opportunities are donations, gifting, more personalization, greater awareness, better design and selection and an easier process for purchase.
- Please review detailed findings in each section for more depth, nuances and further learning.





- Complete further target segmentation to identify key opportunity mindset and life stages/life styles outside of general demographics.
 - Further understand 18-24 segment and opportunity
 - Explore 16-18 "First Car" segment
 - Explore other life stages/lifestyles/attitudes (cause-related segments, moms, enthusiasts, etc.)
 - Understand "self" vs. "other" directed motivations (buying to make self happy vs. making a statement to others).
 - Prioritize segment opportunity and develop segment-specific marketing programs and designs.
- Develop ongoing tracking study to measure drivers, barriers and intent among key market opportunity segments.
- Explore following categories for plate design:
 - Local interests, Texas and city pride, religion, politics, music, kids themes, mom themes, mottos, collectables, design themes, schools, sports beyond Texas and nature, disease awareness/cures, environmental, religion.
 - Others including: Destinations, arts, sororities/fraternities and real personalization/customization.
- Complete category and design research to optimize plates offered (design, number) for optimal sales.
 - Prioritize categories identified in research.
 - Develop and optimize designs within categories based on broadest appeal, drivers and likelihood of purchase.





Maximize Very Powerful Personalization Drivers.

- Develop long-term plan to incorporate more ability to personalize/control plate design/choices.
- Consider adding layers of choice/personalization throughout evolution of program such as:
 - · Ability to self-select charitable cause or state program for plates not already affiliated.
 - · Create ability to custom design gift cards to personalize the gift card.
 - Incorporate customer participation in plate design options through design contests as part of launch, "Plate of the Year" contests, voting on designs or even develop programs such as specially designed charity plates by organizations that can guarantee x sales in that plate.
 - Charge a premium price for a truly custom designed plate.
 - Ability to "customize" plates using modular designs (Ex: mom, dad, son, daughter and a dog characters ability to customize by make up of family a la "mom's necklace.")
 - "How to Personalization" area that gives tips on different types of personalized messages (family history, nicknames, hobbies/interests, etc.).
 - Chat capabilities to talk about plates they've seen, what they mean, etc. Community for connections.
 - Could consumer design own plate or a limited edition plate for a higher fee? (\$1,000 and you can use your own design?)
- Explore develop marketing communications around self expression/ personalization.





- Utilize purchase intent numbers to help develop sales plan and goals.
- Explore gifting opportunity.
 - Process of gifting and how it would be positioned/explored.
 - Initial focus on parent to young driver gifting
 - Explore gift card and e-gift card as option create fun and appealing designs.
 - Partner with retailers during gift-giving seasons.
 - Brand gift-giving section on website.
- Identifying an optimal price point will be key to maximizing sales volume.
 - Further specific pricing research and determine "optimal" price points.
 - Explore a tiered price system and product offering.





- Maximize ability for contribution to causes, funds and organizations to be a huge driver of opportunity.
 - Make this a key component of marketing message.
 - Research to further prioritize and understand contribution element (which charities, can it include state funding of programs like education, etc.).
 - Explore optimal price points (to maximize price) as well as optimal donation dollars.
 - Maximize partnerships with cause organizations for promotion and distribution (newsletters, ads, etc.).
 - Customize/personalize contributions for non-specific plates.
 - Localize contribution.
 - Visually promote progress of funds raised for consumers.
- Explore using current owners as advocates/enthusiasts for marketing efforts and continue research with them.
 - Leverage word-of-mouth effort/incentives and create a referral/viral component on website.
 - Tap into individual enthusiasms use owners via causes they believe to be advocates for cause plates.
 - Encourage gifting.
 - Create renewal programs geared specifically towards current owners.
 - Tracking for renewal; ideation for plate designs and distribution partnerships; price sensitivity; early indicators of barriers and drivers.
 - Create ongoing panel of current owners to use for research.





Develop easy to use website with interactive and outreaching features.

- Use PPQ as starting point for testing in Texas.
- INSTANT ordering of plates (both specialty and personalized).
- Highlight charity/cause aspect.
- Consider testing Amazon.com "if you like this plate, you might also like this design" smart software to prompt exploration of other designs.
- "Give us feedback/ideas" functionality.
- Incorporate "share with a friend" feature to show plates/designs.
- Automatic renewal email functionality.
- Implement a keyword search optimization program.

Develop other means of distribution.

- Retail outlets (Wal-Mart vestibule areas, car departments, tire stores, oil change retailers, etc.)
- Post office
- Car dealerships, car clubs and auto shows
- Driver's education schools
- Through charitable organizations links to websites





Individual Research Projects Detailed Findings







A Market Research Project by BrainJuicer

Produced December 06





Objectives & Research Rationale

Research Objectives

- a. Conduct a single cell concept test to gauge the potency & general appeal of the idea (themed personalized plates).
- b. Key learning about target segments (Potential Customers) who would be interested in such as service and reasons why.
- c. Generate a list of ideas for appealing themed plates.

Research Rationale

We proposed a single cell concept test research design. In this instance a benchmark would not be relevant as other than the mandatory standard state plate such personalised/customized plates are the only alternative. In addition to measuring the appeal of the concept, we propose including a few ideation questions to help generate popular theme ideas which Personalized Plates of Texas could include in their portfolio.







Test Concept: Specialty & Personalized Plate

Through personalized (unique combination of letters and numbers) and specialty (themed designs) plates, you can express your passions in a fun way. Whether it's supporting your university, showing your pride in Texas or supporting something you feel strongly about such as a cause or a belief, customizing a plate is a creative way to convey your interests. And soon there will be more colors and selections to choose from that can add appeal to your car. The cost for either specialty or personalized plates is about \$50 annually and the good news is that a significant part of this fee is donated to essential state programs or the non-profit organization supported by the plate. So you can feel good about expressing yourself.



Schools/Alumni



Locations/Texas Pride



Color Keyed



Activities



Hobbies or Interests



Personal Pride



Causes or Charities









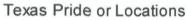
Benchmark Concept: Themed Products

















Personal Pride



Causes or Charities





Brainjuicer Findings





Concept Appeal

- Overall appeal (Top 2 Box) is at 26% of respondents. 10% would "definitely purchase" based on the test concept board.
 - This compares to a 1% share of market currently held by personalized and/or specialty plates.
- 38% indicate interest in themed merchandise (benchmark concept). PI of personalized & specialty plates is significantly lower than the benchmark concept. However, this could indicate an opportunity for greater appeal of plates once introduced to the market.
- Strong purchase intent skew age 18-24.
- Equal appeal among gender group.
- Appeal is greater in the \$25,000+ income brackets.

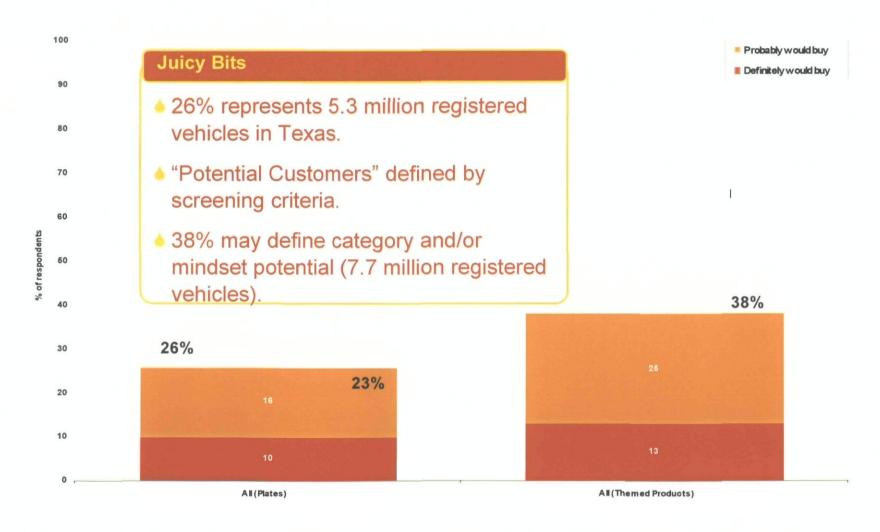








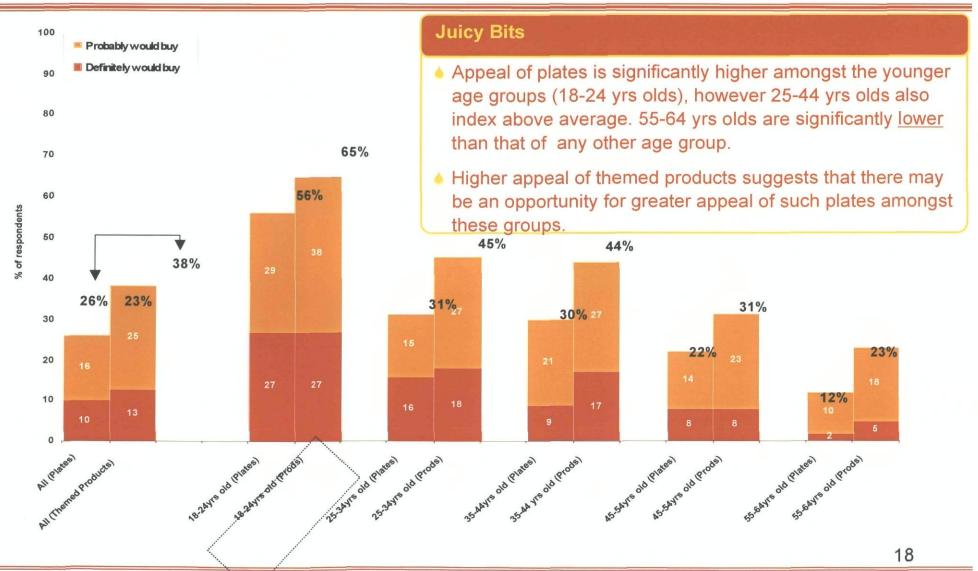
Purchase Intent (All)







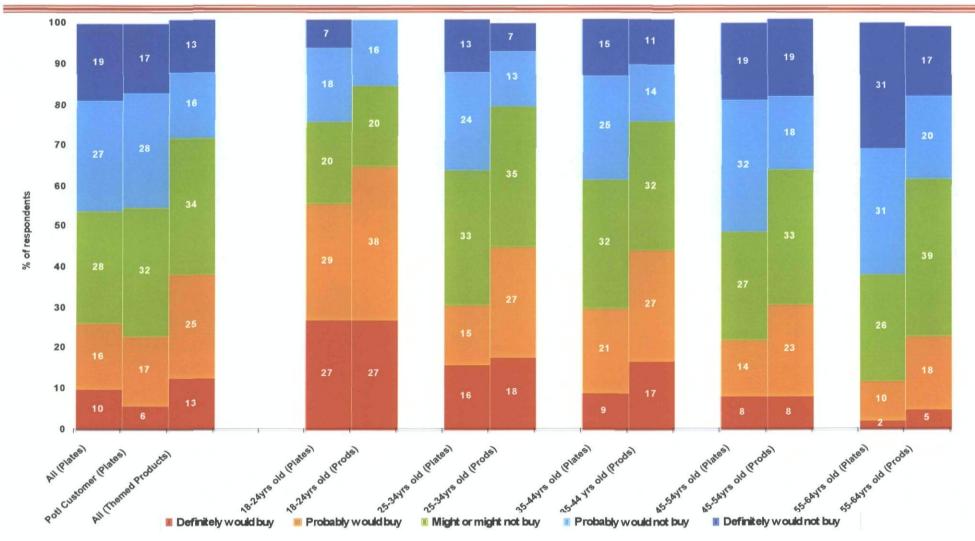
Purchase Intent (By Age)







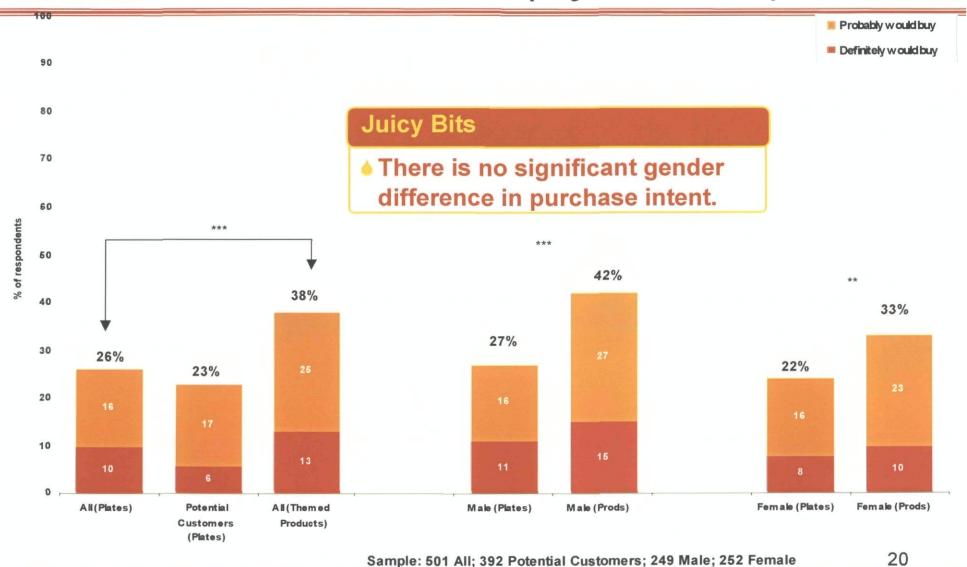
Purchase Intent (By Age)







Purchase Intent (By Gender)

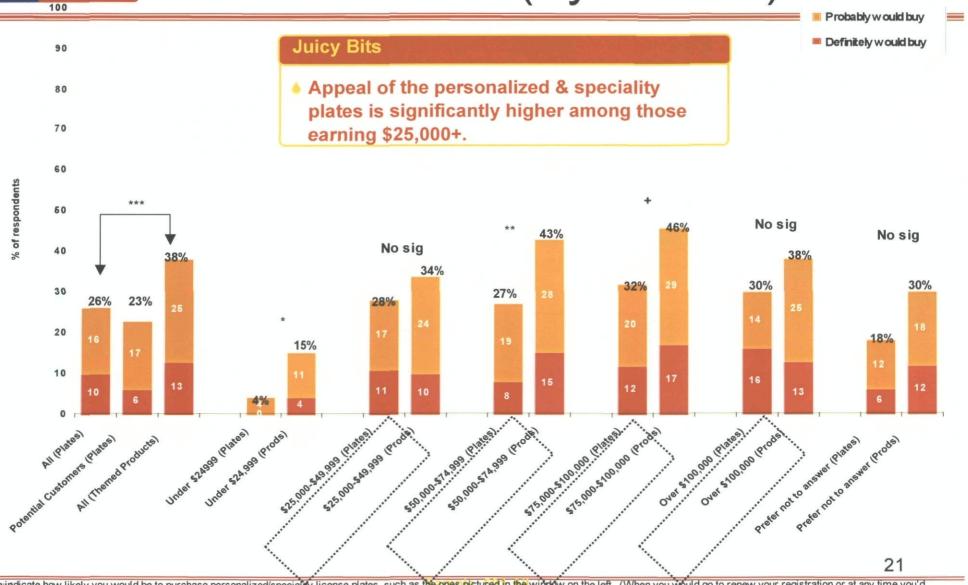


Please indicate how likely you would be to purchase personalized/speciality license plates, such as the ones pictured in the window on the left. (When you would go to renew your registration or at any time you'd like, you could go to Texas Department Transportation or to www.PPT.com. At the time you renew your registration, for an additional cost, you could choose a specialty plate or create a personal message.





Purchase Intent (By Income)



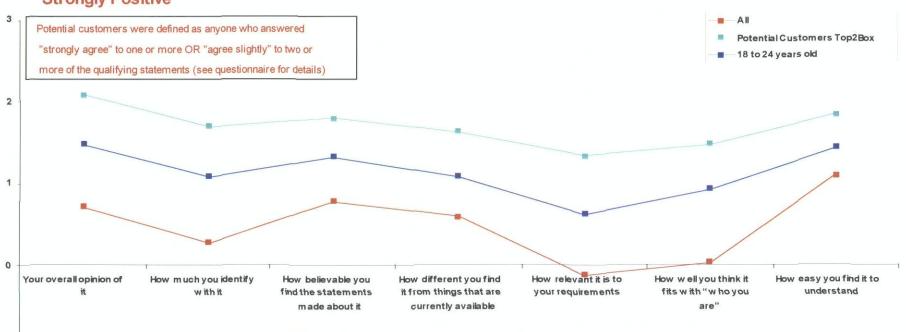
ase indicate how likely you would be to purchase personalized/speciality license plates, such as the ones pictured in the window on the left. (When you would go to renew your registration or at any time you'd, you could go to Texas Department Transportation or to www.PPT.com. At the time you renew your registration, for an additional cost, you could choose a specialty plate or create a personal message.

If plates would then be sent to you.)



Standard Ratings

Strongly Positive



Juicy Bits

- Top 2 Box of Potential Customers & All 18-24 year olds have stronger positive responses.
- Most Texans do not consider such plates to be 'relevant to their requirements'. It is possible, however, that once a selection of plates with appropriate themes become available which they can easily identify with this may change
- For the most parts, statements had positive, although not strong, responses.

Strongly Negative

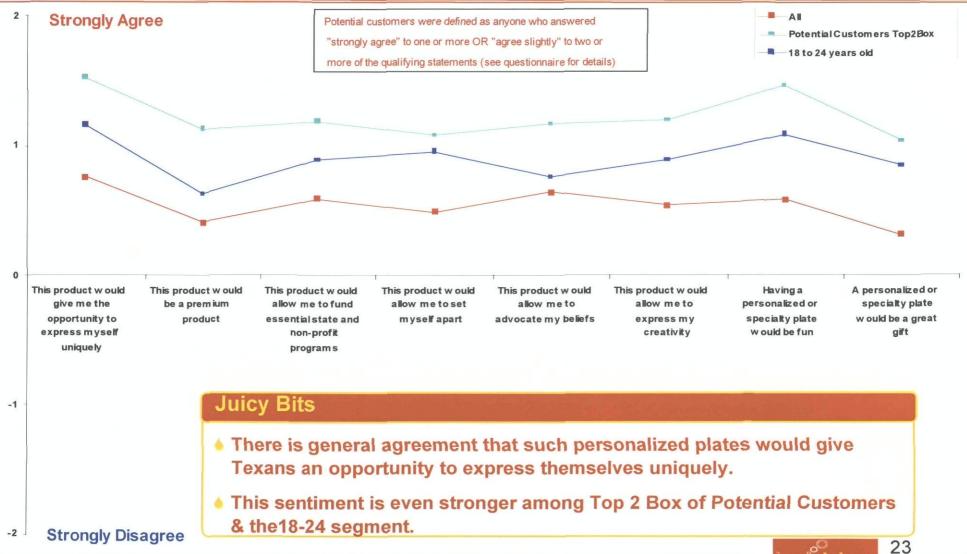


-3

-2



Attribute Ratings







Drivers of Appeal

 Plates described as a "cool" and "unique" alternative to regular State plates.

"I think they're cooler than the regular ones."

 Presents a means by which they can publicly communicate support for a cause or organization they believe in.

"I have always wanted to show support for a cause close to me and this would be a way to do so."

 Offer a way in which one can communicate their personality, express or represent themselves.





Barriers of Appeal

 Inhibitors and/or resistance to purchase focus primarily around price and affordability.

"Depends on how much extra I would have to pay."

"The cost is 50.00 plus the regular registration fee. Too expensive."

- Other remain simply uninterested .
 - · "Vain"
 - · Just not for me.
 - · Don't want to draw attention to self.

"I don't need a license plate to make a statement."

"These plates don't interest me."

 Relevance scores are lower; this may be addressed by offering a range of themed plates of most interest to Texas residents.



2!

The MindReading Agency

Idea Generation for Personalized

Plates

TEXAS PRIDE: "Proud to be a Texan," Eyes of Texas, Texas logos, "the **Great Texas Patriot**" 10% of responses

SPORTS: Overall sports, basketball, NASCAR, Dallas Cowboys 16% of responses

DISEASE AWARENESS/CURES: Alzheimer's Disease, AIDS cure, American Red Cross 11% of responses

OTHER: Vacation destinations, organ U.S. Armed Forces, fine arts, many mentions of having multiple theme available and/or to be able to choose ANY theme

32% of responses

ENVIRONMENT / NATURE Texas wildlife, hybrid cars,

alternative power, "making the world more green" 14% of responses

ANIMALS: Pets, cats, dogs, specifics breeds of dogs, iguanas 6% of responses



BrainJuicer Recommendations

Based on research - as included in executive summary

- ► Contribution towards a meaningful and/or relevant cause or organization is clearly a key attribute of personalized plates, this would be worth highlighting in the merchandising and marketing of the service to broaden appeal. Feeling proud of this contribution, may also increase quantitative scores on "fit with who you are" and "identify with"
- ▶ Identifying an optimal price point will be key to driving appeal. Any high price perception may be alleviated by focusing on the proportion of the price being contributed to a cause/organisation.

▶In summary, focus on:

- Relevance: Presenting an interesting and appealing range of themes
- Altruism: Highlight proportions being contributed to a cause/organisation
- Price: Identify an optimal price point
- Target: Focus on younger age and higher income groups initially







Publicis Recommendations

Based on Brainjuicer Research - as included in executive summary

- Complete further target segmentation to identify key opportunity mindset and life stages/life styles outside of general demographics.
 - Further understand 18-24 segment and opportunity.
 - Explore 16-18 "First Car" segment.
 - Explore other life stages/lifestyles/attitudes (cause-related segments, moms, enthusiasts, etc.).
 - Understand "self" vs. "other" directed motivations (buying to make self happy vs. making a statement to others).
 - Prioritize segment opportunity and develop segment specific marketing programs and designs.
- Explore gifting opportunity.
 - Development of gift card?
 - Process of gifting and how it would be positioned/explored.
- Complete category and design research to optimize plates offered (design, number) for optimal sales.
 - Prioritize categories identified in research.
 - Develop and optimize designs within categories based on broadest appeal, drivers and likelihood of purchase.
- Utilize purchase intent numbers to help develop sales plan and goals.
- Develop ongoing tracking study to measure drivers, barriers and intent among key market opportunity segments.





Publicis Recommendations

- Based on Brainjuicer Research as included in executive summary
 Maximize ability for contribution to causes, funds and organizations to be a huge driver of opportunity.
 - Make this a key component of marketing message.
 - Expand cause related plates.
 - Customize/personalize contributions for non-specific plates.
 - Localize contribution.
 - Research to further prioritize and understand contribution element (which charities, can it include state funding of programs like education, etc.).
 - Visually promote progress of funds raised for consumers.
- Identifying an optimal price point will be key to maximizing sales volume.
 - Further specific pricing research and determine "optimal" price points.
 - Explore a tiered price system and product offering.
- Tap into and maximize personalization aspect of plates.
 - Marketing messages that communicate or connect with people's desire to create and display their unique personality.
 - Personal relevance through plate design and charitable contributions.
 - Explore and develop spectrum of personalization from what exists now (create a letter combination all the way to designing your own plate).
 - Incorporate design contests as part of launch
 - Incorporate consumer design ideas as part of PPT/consumer ongoing interaction (submit design)
 - Could consumer design own plate or a limited addition plate for a higher fee? (\$1,000 and you can use your own design?)





Publicis Recommendations

Based on Brainjuicer Research - as included in executive summary

Explore the following design categories:

- Religion
- Texas Pride
- Disease Awareness/Cures
- Environment/Nature
- Animals
- Others including: Destinations, Arts, Sororities/Fraternities and Actual Personalization/Customization.





Brainjuicer Appendix







Reasons for Purchase Intention Plates (Top 2 Box)

Please say why you [answer from purchase intention] these plates.

1	Definitely would buy		Probably would buy
%	(48 x AII)	%	(80 x AII)
27	i think they're cooler than the regular ones	22	It would be nice to show a bit of my personality
40	I have always wanted to show		It would depend how much they
19	support for a cause close to me	14	cost but I would like to have
12	and this would be a way to do so i like showing my personality on		something *unique* If I like what I see, then I would
19	my car	10	buy them.
13	Already Do		I've had personalized license
10		9	plates in the past.
	goes to a good cause and they		i really like the animal plate
10	are pretty nice	8	
	i am different than most people		depends how pricey they are
8	and would enjoy buying a plate that is different	6	
	Already have Keep Texas Wild		I like supporting causes and like
4	plates	6	how a plate can show your support.
10			I like the idea of a different
100		6	design as the license plate
			i am different than most people and
		4	i would do something like this
			Texan by choice and proud of it
30		4	

Juicy Bits

- 26% of the total sample state the following reasons for purchase;
 - Perception of "cool" plates which are different and unique to regular ones.
 - Opportunity to publicly support, and contribute to, a cause.
 - Portray one's personality, to be unique.

Cool/Design
Charity
Personality/Be Unique





Reasons for Lack of Purchase Intention of Plates

Please say why you [answer from purchase intention] these plates.

	Might or might not buy	Р	robably would not buy	D	efinitely would not buy	
%	(142 x AII)	%	(137 x AII)	%	(94 x AII)	ı
	Depends on how much		I don't need a license plate		These plates don't interest	
2	extra I would have to pay	23	to make a statement	30	me.	
80	the cost is 50.00 plus the		can't afford extras right now		does not meet a need	łſ
1:		18	oxide light her	13		
	Too expensive.					П
	I may buy them if I have		cost too much for them	-	Plates are high enough	
12	the money.	18		13	already. I'm not about to	
				1	pay another \$50.	1
	it depends what is states	10	I think license plates cost	40	Expensive and dumb	11
1:	and how much it costs	10	enough as it is	12		l
	I can't afford the extra		Does not appeal to me		Hike simple plates, Thank	1
10	money they cost	7		10	for asking.	
	1				5. ASI	
	It has never really		Again, I am not into buying	10	Hate Vanity Plates Self	
8	200 20 700	7	these kind of plates	7	Serving	
	personalized license plate					
	Its nice if you like to be		Cost, not vain, doesn't	_	To begin with They are too	
6		4	appeal to me, other things	5	expensive and I only use	
h	they are tacky I like the idea, and may		needed		my rear plate. Cost prohibitive	1
5		4	License plate seems to be an odd place to make an	4	Cost prombitive	
	my income improves		identity statement			
1	I've had personalized		l like plain plates.	4	because i'm ashamed of	
2		3	Time plant plates.	2	texas	
	big deal.					
134	It would have to be		Not enough value for the			1
1	something different than	1	money			
3	what I see at the left					

Juicy Bits

- ♦ 46% of respondents either "probably would not buy" or "definitely would not buy"
- Price and or "not for me" key issues

Cost/Value Based Not For Me Design Issue





Reasons for Purchase Intention of Themed Items

Please say why you [answer from purchase intention] these plates.

	Definitely would buy		Probably would buy
% 28	(64 x AII) I love sweatshirts, and the Texas Longhoms are very big here	% 28	(123 x AII) I would support a hobby and/or an organization that I believe in.
14	I am a true blue fan of Texas sports and support them whole heartedly	15	Texas Proud Texas bred when I die I'll be Texas dead. I" buy it
12	I love items that have particular themes on them	12	This clothing is fun to give family members as a gift - they appreciate
8	to show support and pride	8	I might or I might not depends on the items
6	i have a niece going to north [] and i would gladly wear her college attire	7	I would buy to show support for something that I am passionate about or to give
6	Any hobby or activity I am involved in is reason enough to purchase the items	7	would depend on what the product is and if I liked it
6	like the way it looks & feels, proud to sponser texas, love texas logos, teams	3	i would buy hobbies or personal; nothing from texas
5	Its attractive	3	It depends on if I have the money to spare, otherwise I'd buy those items
3	I am a Texas A&m student and I am proud of my university	2	good quality and useful product to buy it not buy just for buy
3	like the way it looks and am proud to support Texas	2	nice looking

Juicy Bits

- Key drivers of drivers of Themed Personalized products include:
 - the opportunity to demonstrate public support for something I have interest in (colleges, hobbies, etc.)
 - Pride in being from the State of Texas

Proud of Texas
Other Themes/College Teams





Reasons for Lack of Purchase Intention of Themed Items

Please say why you [answer from purchase intention] these plates.

Might or might not buy		Probably would not buy	D	efinitely would not buy
depends if it appeals to me	% 39	(82 x AII) does not appeal to me	% 48	(64 x AII) These items don't interest me.
depends on cost and the value	23	Again, I am on a fixed income and this is too pricey	17	Not in the budget, and don't interest me either
Depends on my mood and budget.	10	I've never been interested in these items, usually to pricey	11	I'm on a fixed budget and those items are not in the budget
i might if it would help a charity	9	I'm very selective about what I advertise on my body	9	Not interested in spending my money like that
Depends on if I have the itemif I feel it is worth the costetc	5	Perhaps a lesser amount related to an event or group activity; \$50 excessive.	5	If they want me to promote some something they have to pay me.
I am not into buying these kind of items	4	try to get freeno money	3	I am 59 yrs. and have passed the stage of fun things to buy.
Depends on the clothes	4	it has never been my inclination	3	'message' clothing is annoying
depends on if the item would appeal to me	2	my wife controls the check book		
depends on quality of the item and the cause the profits were going toward				
i may buy a shirt for my son				

Juicy Bits

- Themed products simply do not appeal to some Texans
- There is some price sensitivity towards such products

No Appeal Price Support Cause



Increased Appeal of Plates

What would make you more interested in buying a personalized or specialty license plate?

W	/hat would make you more interested?	W	hat would make you more interested?
30	(501 x All)_ If I could afford things like that	% 38	(45 x 18 to 24 years old) If I could afford things like that
15	I really have no need for them	13	I truly don't know
11	I truly don't know	9	If it was in support of an organization I supported and believed in
11	If it was in support of an organization I supported and believed in	9	to know that a large portion goes to the organization it supports.
8	Offer them no charge. It's free advertising for the group.	7	If it had a special meaning to me
7	If it had a special meaning to me	7	I really have no need for them
6	to know that a large portion goes to the organization it supports.	7	lower the price or make it a one time fee
5	lower the price or make it a one time fee	4	I already have one
2	l already have one	S. A. A.	
2	if there were more variety		

Juicy Bits

- Identifying the right (most affordable price) point – may be the key to driving appeal of such a product
- Secondarily, identifying a cause which resonates with potential customers would also drive demand

Right Price

Support Cause/Special Meaning Nothing/Don't Know

Design/Variety









What is Best About Plates?

1	Best About (All)	3	Best About
			18-24 yr olds)
%	(501 x AI) hopefully part of money would	%	(45 x 18 to 24 years old) They are personal
48	go to the cause chosen	49	moy are personal
26	They are personal	29	They are unique
26	no idea	27	Let you express your personality
23	Let you express your personality	24	hopefully part of money would go to the cause chosen
22	They are unique	16	promotes my team
8	promotes my team	13	state something
6	state something	7	I like the colors
6	I like the colors	4	no idea
5	i like the animal friendly plates		
2	the beach		

Juicy Bits

- Contributions to a cause is what appeals most about such speciality plates for total sample
- Personalization is the key to their appeal, considered to be a means by which one can express one's personality - this is particularly true for the 18-24 segment.
- There is also a sense of uniqueness about them

Cause Personal Unique/Design







Worst About Plates?

	Worst About (All)		Worst About (18-24 yr old)
%	/501 v AII\	%	(45 x 18 to 24 years old)
30	the extra cost	40	nothing
29	nothing	24	They make it hard to be anonymous
20	seems kind of vain	22	They stick out
19	They make it hard to be anonymous	18	I guess, kind of show off
17	They stick out	18	draws attention to yourself
15	draws attention to yourself	16	seems kind of vain
14	cost to replace if you get tired of them	13	the extra cost
11	as long as in good taste	9	as long as in good taste
11	I guess, kind of show off	7	cost to replace if you get tired of them
8	revealing facts about your self.	4	I just do not like the way these particular ones looked

Juicy Bits

- High price main inhibitor for total sample
 - those interested are price sensitive; identifying optimal price point will be important
- Draws attention to yourself (particularly for the 18-24)
 - some vain perceptions
 - Some about revealing self or becoming more noticeable
- While there were negative comments, they did not seem extreme when you look at color code (no dark blues).

Cost
Vain/Not for Me
Too noticeable









Profiling Questions (All)

Strongly Agree



I have a hobby or an interest that I am very passionate about. lam actively involved in a charitable or social organization beyond giving money. lexhibit my pride in certain things, like being from Texas or sporting and

school associations.

i'm a v<mark>ery enthusia</mark>sti Alumni**oi my solieg**e d university. I have strong opinions and I enjoy sharing them with other people.

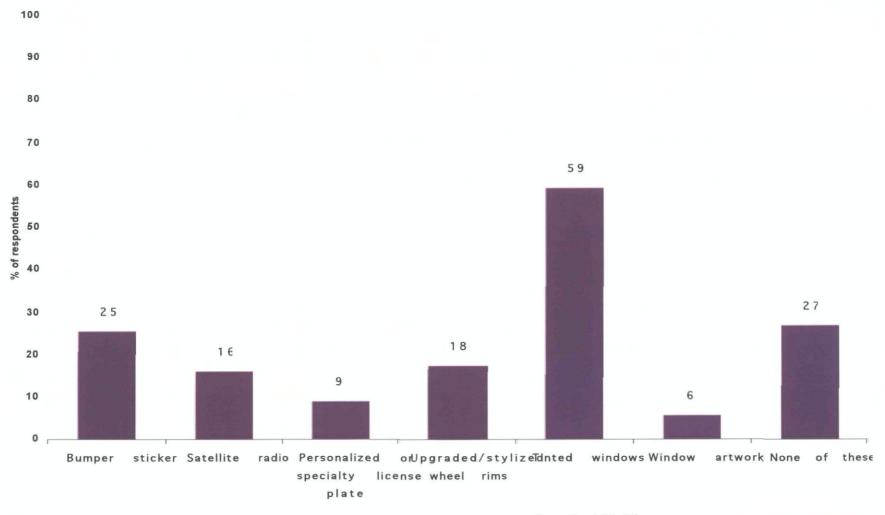
Strongly Disagree

Sample: 392 All





Respondent Profile (All)

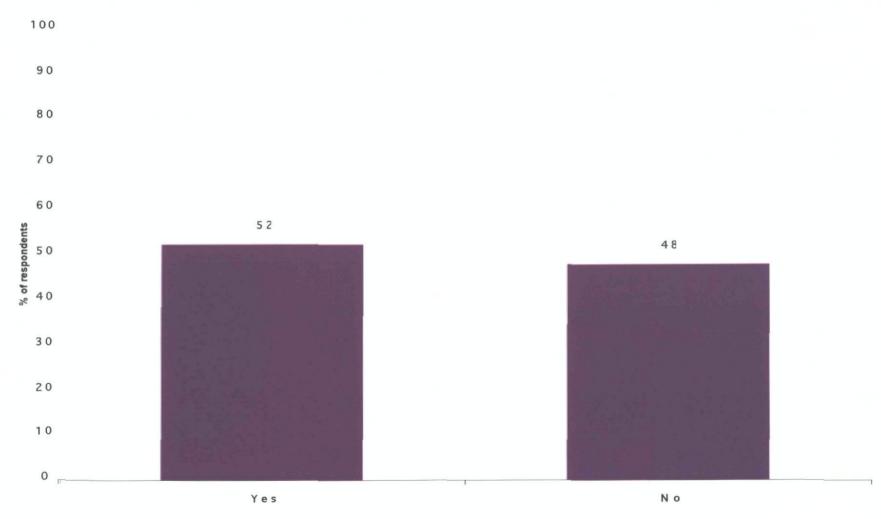


Sample: 392 All





Respondent Profile (All)



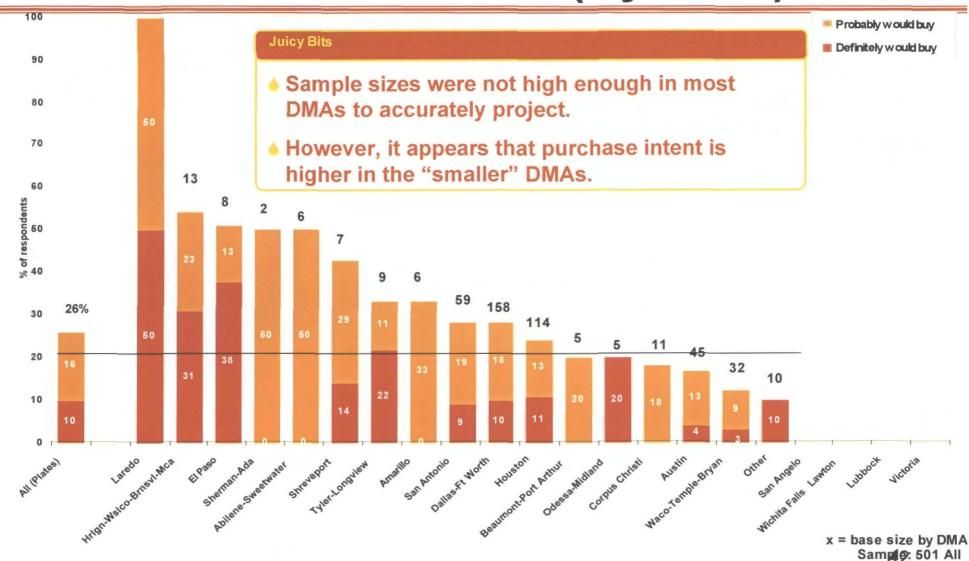








Purchase Intent (By DMA)



Please indicate how likely you would be to purchase personalized/speciality license plates, such as the ones pictured in the window on the left.

(When you would go to renew your registration or at any time you'd like, you could go to Texas Department Transportation or to www.PPT.com. At the time you renew your registration, for an additional cost, you could choose a specialty plate or create a personal message. Your plates would then be sent to you.)



Reasons for Purchase Intent (18-24 yr old)

Plates

Please say why you [answer from purchase intention] these plates

Definitely would buy - Definitely would buy	Probably would buy - Definitely would buy	Might or might not buy - Definitely would buy	Probably would not buy - Definitely would buy	Definitely would not buy - Definitely would buy
(12 x 18 to 24 years old) i think they're cooler than the regular ones I have always wanted to show support for a cause close to me and this i like showing my personality on my car goes to a good cause and they are pretty nice	I like the idea of a		I don't need a license	% (3 x 18 to 24 years old)
the caus	top drivers of purcha plates were "cool", th se.		year specifically were ality, and they support a	
				43



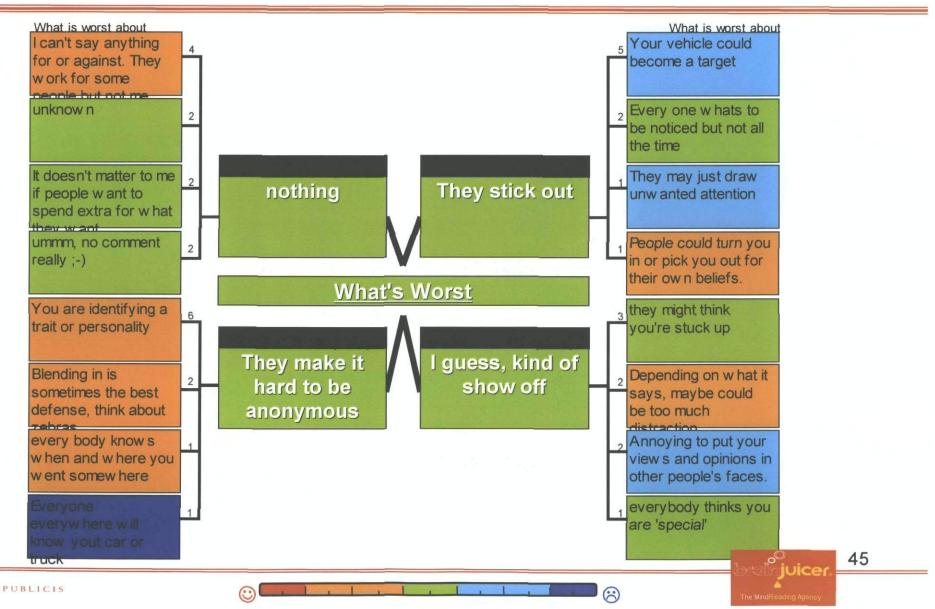
Reasons for Purchase Intent (18-24 yr old)

Themed Items

Definitely would buy - Definitely would buy	Probably would buy - Definitely would buy	Might or might not buy - Probably would not buy - Definitely would not buy Definitely would buy - Definitely would buy
% (12 x 18 to 24 years old) % I love sweatshirts, and the Texas Longhorns are very big here	(17 x 18 to 24 years old) I would support a hobby and/or an organization that I believe in.	(9 x 18 to 24 years old) Depends on my mood and budget. Perhaps a lessor amount related to an event or group activity; \$50
I am a true blue fan of texas sports and support them whole heartedly	i would buy hobbies or personal nothing from texas	depends on cost and the vaule of it depends on cost and the vaule of it does not appeal to me
i have a niece going to 17 north centrol and i would 12 gladly wear her college		in these items, usually to pricey
12	liked it	
12	Texas Proud Texas bred when I die I'll be Texas dead. I" buy it	
	Juicy Bits	
	year specifically su	ourchase intent for themed items among 18-24 irrounded specific Texas sports teams and/or corting a meaningful hobby or organization.
	Most inhibitors of in	nterest were related to cost.



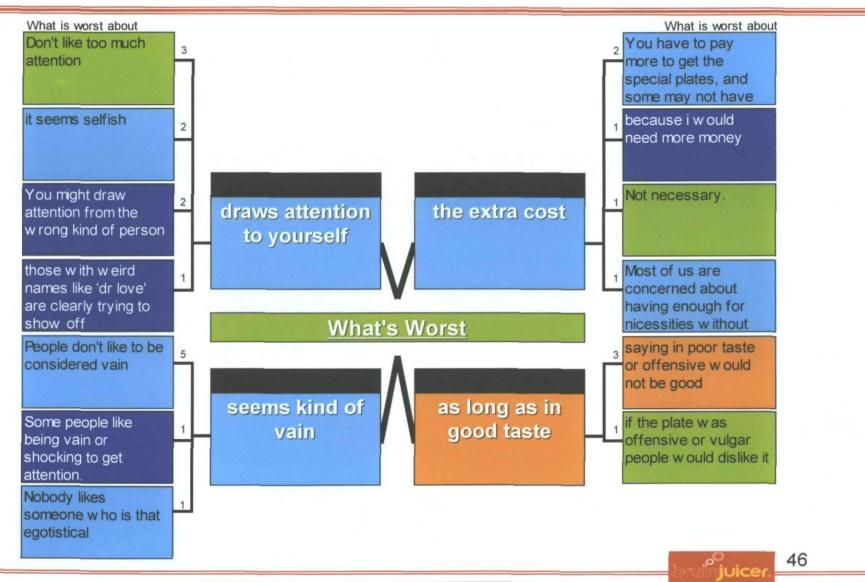
What's Worst About Plates: 18-24 year olds





PUBLICIS

What's Worst About Plates: 18-24 year olds





My Plates, Inc.

Current Owner Interviews

January 5, 2007







Background

Methodology

- Conducted 10 phone interviews with current personalized and/or specialty plate owners.
 - 9 women, 1 man
 - Age 25-61
 - 7 Texans, 1 NY, 2 Washington State
 - · 6 personalized plates, 2 specialty and 2 with both personalized and specialty

Objectives

- Explore identifying traits, mindsets and attitudes of current personalized and/or specialty plate owners.
- Understand the buying process; drivers and barriers.
- Understand the impact (personal, social, etc.) of having personalized and/or specialty plates.
- Ideate with current owners about potential new design/theme areas

Reminder

These are qualitative findings and should not be viewed as projectable. They
are for direction and insights only.





Who Are They?

- Fun and outgoing people. Attitudinally, these owners are very outgoing, positive, fun, energetic, passionate and a little quirky.
- They want others to know them better. They enjoy sharing information about themselves, overtly expressing their personalities. These are the people that wear logo sweatshirts, have political signs in their yards and fly a Texas flag.
- They are involved people. Often participate in multiple activities, organizations and charities and see them as important to their lives.
- They are enthusiasts. They generally are proud to be from Texas and exude enthusiasm for the activities and interests they have.
- They are opinionated. Many hold strong opinions and enjoy sharing them with others under the right circumstances.





Their Plates

- Plates share something personal about them with others.
 Personalized plates around their names and specialty plates are something about them they want others to know.
- Plates make them feel special. Makes them feel unique, more interesting to others – intriguing. What does that mean? It's a game. A bit of mystique.
- Plates give their car personality. Makes a generic car more unique and more LIKE ME. Turns their car into a personality. Makes it more fun to drive.
- Plates are a conversation piece. Engages people. Makes them ask what does it mean. Starts an interaction, conversation. It can be an introduction.
- Plates help identify their cars. Whether it's finding their car, having friends be able to find them or parents tracking their family/kids, it makes their cars stand out for practical reasons too.





The Process

- Timing of decision is when registration renewal occurs. The decision was made
 when they went in to renew plates even if they had been thinking about it prior to
 renewal due date.
- A tedious process. Particularly for personalized plates. Have to submit request and
 wait for written notice to find out if selected personalization is available. No easy
 way to check availability. Finding the right place on the website could also be easier.
- Current pricing not a significant issue. Most couldn't remember exactly what they
 paid answers averaged around \$50.
- Online opportunity. Some researched online to find out how to get plates and what
 options there were. Many complaints that personalized process couldn't be
 executed online.
- Different drivers for decision. There were multiple reasons why they decided to get plate, each providing opportunities:
 - A plate was in the family (family connection).
 - A gift from someone.
 - Wanted to support charity, express beliefs.
 - Didn't like existing plate.
 - Wanted to be able to identify car.
 - Saw another plate that sparked an interest.





Miscellaneous Learning

- Donation Connection. About half knew part of the money might go to an organization they support. This was very positive.
 - Increased reported likelihood of renewal/getting a specialty plate.
 - Increased amount respondent said they'd be willing to pay for plates (from \$50 up to as high as \$200).
- Gifting Opportunity. Although it didn't occur to them, when prompted, most thought this would be a great gift idea.
 - Made a very personal, thoughtful gift that demonstrated giver "really knows" the person.
 - Most said because of personal nature, made sense for only those you are very close to (family, friends).
 - Makes more sense for people you know have a special interest or nickname.
 - Great gift for a new driver/teenager from parent or relative.
 - An indulgence someone might not give themselves.
 - Gift Card idea broadened who might it might be given to because you wouldn't have to know exactly what to put on it or go through the hassle of ordering plates.
- The Next Level of Personalization. Being able to customize the design of the plate has appeal. Example: Selecting characterization of your family – 2 boys, a girl and a dog.





Interests and Hobbies

Travel, Yoga, Exercise, Cooking,
Reading, Children/Education, Music,
Animals, Nature, Cultural Endeavors,
Politics, Sports, Church, Environmental,
Charities, Texas, Schools &
Associations, Home Town, Fashion

Key Themes

Sense of Discovery, Life Balance, Exploration of Ideas, Brain Stimulation, Creativity, Physical Interaction, Having Fun, "New," Different from the Daily Grind, Being Helpful, Giving Back, Pride, Belonging

Ideation - Themes for Plates

Artists (local or famous like Monet), More causes, Diseases (breast cancer, heart, etc.), Kids/Family, Kids Schools, Sayings/Mottos/Quotes (Carpe Diem), Kids Characters, Sports Teams (Texas and beyond), Collectables (stamps, beanie babies), Kids sports (soccer, lacrosse, gymnastics, etc.), Girlie Themes (flowers, hearts, etc.), City Pride, Texas Pride, Nature (waterfalls, mountains), Adult Sports (tennis, golf, jazzercise, jogging), Musicians, Instruments (Guitar, Drums, Trumpet), Movie Themes, Religions, Bible Quotes, Political, Professions (Dr., Lawyers, etc.), Individual Animals (cats, dogs, horses), Lifestyles (cowboy, biker, moms, party animal, student), Universities, Majors, Gay Pride





As reported in Executive Summary

Maximize charitable causes/donations connection.

- Explore optimal price points (to maximize price) as well as optimal donation dollars.
- Maximize partnerships with cause organizations for promotion and distribution (newsletters, ads, etc.).
- Include in marketing message as strong driver.

Explore gifting opportunity as a means of incremental income.

- Process of gifting and how it would be positioned/explored.
- Initial focus on parent to young driver gifting.
- Explore gift card and e-gift card as option create fun and appealing designs.
- Partner with retailers during gift-giving seasons.
- Brand gift-giving on website.

Explore using current owners as advocates/enthusiasts for marketing efforts.

- Leverage word-of-mouth effort/incentives.
- Tap into individual enthusiasms use owners via causes they believe to be advocates for cause plates.
- Encourage gifting.

Create renewal programs geared specifically towards current owners.





As reported in Executive Summary

Maximize Very Powerful Personalization Drivers.

- Develop long-term plan to incorporate more ability to personalize/control plate design/choices.
- Consider adding layers of choice/personalization throughout evolution of program such as:
 - Ability to self-select charitable cause or state program for plates not already affiliated.
 - Create ability to custom design gift cards to personalize the gift card.
 - Incorporate customer participation in plate design options through "Plate of the Year" contests, voting on designs or even develop programs such as specially designed charity plates by organizations that can guarantee x sales in that plate.
 - · Charge a premium price for a truly custom designed plate.
 - Ability to "customize" plates using modular designs (Ex: mom, dad, son, daughter and a dog characters – ability to customize by make up of family a la "mom's necklace.").
 - "How to Personalization" area that gives tips on different types of personalized messages (family history, nicknames, hobbies/interests, etc.).
 - Chat capabilities to talk about plates they've seen, what they mean, etc. Community for connections.
- Explore develop marketing communications around self expression/ personalization.





As reported in Executive Summary

Explore following categories for plate design.

 Local interests, city pride, religion, politics, music, kids themes, mom themes, mottos, collectables, design themes, schools, sports beyond Texas and nature.

Continued research with owners.

- Tracking for renewal; ideation for plate designs and distribution partnerships; price sensitivity; early indicators of barriers and drivers.
- Create ongoing panel of current owners to use for research.

Develop other means of distribution.

- Retail outlets (Wal-Mart vestibule areas, car departments, tire stores, oil change retailers, etc.)
- Post office
- Car dealerships, car clubs and auto shows.
- Through charitable organizations links to websites







As reported in Executive Summary

Develop easy to use website with interactive and outreaching features.

- Use PPQ as starting point for testing in Texas.
- INSTANT ordering of plates (both specialty and personalized).
- Highlight charity/cause aspect.
- Consider testing Amazon.com "if you like this plate, you might also like this design" smart software to prompt exploration of other designs.
- "Give us feedback/ideas" functionality.
- Incorporate "share with a friend" feature to show plates/designs.
- Automatic renewal email functionality.
- Implement a keyword search optimization program.





Owner Interview Appendix



Owner Interviews - Detailed Summary

Dates of Interviews	12/12-18/06 (10 interviews total – one interview was a gifter)
Ages	25-61
Sex	9 women, 1 man
To what degree do these statements describe you? SD, SWD, SWA, SA I have a hobby or an interest that I am very passionate about. Tell me about it.	8 out of 9 Strongly Agree: 1 somewhat disagree Interests include: Travel, yoga/exercise, cooking, reading, education in Texas, Music, Animals, Nature, Cultural endeavors, politics and sports. Key themes: sense of discovery, sense of balance, exploration of ideas, intellectual stimulation/challenge, creativity, physical aspect. "Good for me," makes me happy. Doing a long time. New. Fun. Active. Different than the 'daily grind' Enthusiasts: not only participate in activity but also read about it, go to seminars, advocate and teach to friends. A passionate part of life.
I am actively involved in a charitable or social organization beyond giving money.	5 out of 9 Strongly Agree; 3 Somewhat Disagree; 1 Strongly Disagree Interests include: Schools, Church, Homeless, Trade Associations, Environment, Politics (write letters), Children's Charities, Key themes: feel helpful, needed, meet great people, give back, relevant to my life/family, Enjoy it, doing "my part," Reason Disagree: Lack of time, no interest, just give money, other priorities
I exhibit my pride in certain things, like being from Texas or sporting and school associations. AND I'm a very enthusiastic alumnus of my college or university. (similar responses to this question)	4 our of 9 Strongly Agree; 1 Somewhat Agrees; 3 Somewhat Disagree; 1 Strongly Disagrees Interests include: Texas Pride, Texas Arts, College Alum, School District (Eanes), Sports teams (Cowboys, Mavericks, Eagles), Pets Rights, Home Town Key Themes: PRIDE, competition, Represents who I am, where I came from (ME), sense of community, belonging, relationships with others/camaraderie Reason Disagree: Don't like labels, have other priorities, I don't believe in "that sort of stuff" (different type of pride/ego)
I have strong opinions and I enjoy sharing them with other people	5 out of 9 Strongly Agree; 3 Somewhat Agree; 1 Somewhat Disagrees Interests include: Books, art, Politics (some NO, some YES), religion, career, education system, children's issues, clothes, food, social/culture issues, family values, animal rights, environment. Key Themes: Opinionated natures, Definitive POVs, Like to hear others opinions too- a fair exchange; appreciate a challenge; see self as mentor, more with people I know/like/trust than strangers, more careful on polarizing issues but easily share opinions on issues like fashion, food and art, do in person but also in other mediums (blogs, letters to editors, emails, etc.), talkers, honesty, "open book." Mostly join conversation or if asked. Reason Disagree: Don't feel confident enough; not enough ammo; I'm afraid; don't want to confront, disagree, hurt peoples feelings, feel dumb, gets imitating/annoying to people.
Describe your personality to me (probing for outgoing, extraverted, etc.). How do people describe your personality? Your character?	Personality according to me: outgoing, happy, fun, friendly, energetic, loyal, Type A, impatient, reactive, nice, frenetic activity level, goofy/silly, quirky, passionate, curious, easy going, confident, peacemaker,, intelligent, empathetic Personality according to others: Very Similar. More. More outgoing, bubbly, high energy, busy, stubborn, people see me as introverted but I'm really not, impatient, obnoxious.

Do you have a personalized or specialty plate?	Personalize: 6 out of 10; Specialty: 2 Both: 2 Personalized: 505, EBRHRT, K9PET, ALLYR, PHRED, LLLVME, QTLADY1, KARAK Insights: Around NAME or descriptor of person; 1 family history (dad's plate) and one interest (pets) Specialty: 2 Texans for the Arts; 1 Pet Friendly; 1 Realtor Association Plate.
How find out about them? How get it?	Asked when registering car; online at TxDOT; Saw it on others and inquired when registering my car, gift from someone; through my organization/work.
Why did you buy it and what does it say about you?	I like what it says about me. Insights into me. Tells others about me. I like how it looks. Family tradition, remembrance. Identity – so I and other people would know my car. Makes people wonder about me/what it means. Engages others. A game. A puzzle for others. A good gift – very personal. Didn't like what my plates said before. Promotes me/my business. Cool. Fun. Makes me feel special, unique, and happier to be in car.
Does your plate add personality to your car? Why? How?	Yes 7 out of 10; No 3 How? Makes it stand out. Makes it cute. Matches my personality. Makes it fun, goofy. Turns it into a person. The car has to be worthy. Makes is MY CAR - personal/special/unique. Makes it girlie. Bubbly. Why Not? More about me than my car. My car doesn't have a personality, I do.
Do they comment? What do people say to you?	Yes 7; No 3 Say?: Like it. Ask what it means. That's so nice. "makes sense." How I got it. Laugh. It engages people – a vehicle to start a conversation.
Where money goes? Know? Care? What would you like to know?	Yes 6; No 4; Do you care/would it impact how much you'd pay?: Yes 8; No 2
What Did you pay? Value? Willing to pay more?	Answers ranged from \$10 to \$80, with average around \$50. Many would be willing to pay more if money went to charity range from \$50-\$200.
Would you consider giving as a gift? If so, to whom and why?	Although most who had not given as a gift already had never thought about it, 7 out of 10 would consider giving it a gift. 3 said no. 6 thought a "gift card" for a personalized or specialized plate would be a good idea, particularly if the card could be used for registration fee if they decided they didn't want a plate. Reason why? Personal, special. Looking inside their heads for gift. Great gift for a new driver/teenager. Good way to keep tabs on your kids car. Fun gift. Indulgence someone might not do for themselves. Most likely to give to someone close they know very well. Why not?: Too personal. Might not like it (hokey), might not be their style. Too big a decision. Too permanent a decision. Too expensive a gift.

Do you express your passions in other ways? (Bummer stickers? Sweatshirts, etc.) Miscellaneous	mountains, city pride – Austin, San Antonio, Dallas, Keep Austin Bumper stickers, per supplies, apparel flip flops, quilts, visors, caps, stationery, stickers, party supplies, Texas flag, souvenirs, maps, whatever is traditional for where I've been, gifts, signs for politicians, breast cancer ribbon, buttons, Don't know how to get easily. Think they are pricey. Not top of mind – should promote Do it all online
Other themes, ideas that might interest you?	Causes, schools, sayings, mottos, quotes (carpe diem), sports your kids are into, family characters (choose 2 girls, a boy and a dog to describe your family – like the family necklaces moms have), K-12 schools, school districts, religion, jazzercise, exercise plates, professions (Dr., lawyers, teachers), wider range of sports – tennis, golf, rugby, lacrosse, sororities/fraternities, Texas radio, Texas sports teams, Texas Proud, Proud American, Willie Nelson, Lifestyles, farmers, ranchers, cowboy, horse rider, motorcycle, biker, runner, fitness person, environmental, political affiliation, anti-drug, united way, habitat for humanity, animal plates – individual for cat people, dog people, musical – fender guitars, drums, band instruments for high schoolers, school fund raiser plates. Baseball teams, bicyclers, share the road, movie themes, candy themes, breast cancer, gay pride, car specific – Bmer, beanie babies, collectables (stamps), like check designs, snoopy peanuts, dr. seuss, dora, girlier stuff – flowers, teddy bears, ballet dancers, art themed – Picasso, Renoir, colorful, nature – waterfalls,

Christie, 30

"I feel a sense of discovery, a newness that I didn't feel before."

"It broadens my world."

"It brings a sense of balance to my world I wouldn't otherwise have."

"I buy books about it, go to seminars, and hear speakers, more than just the travel itself."

"I would do more if I had time."

"I'm known for my love of Texas."

"I'm a lifetime alum - go homs!"

"I am constantly trying to pull people into the alumni program."

"I go back and speak at my university: I stay involved."

"I'm proud to be a graduate of UT"

"I have a definite opinion on most things."

"I don't like to be pushy and I do like to hear other's opinions too."

"I appreciate someone challenging my ideas too – it's the exchange that's fun and interesting."

"I like to discuss things I think I can control or impact."

"My mom got the bluebonnet plate and I ordered it for her. Then I noticed all the others and bought four as gifts for my family – each to fit their personality."

"I have always wanted to show support for a cause close to me and this would be a way to do so."

"I like the fact that people know I support Texas Arts."

"It makes my car a little bit unique."

"I think it says more about me as a driver than my car."

"I wouldn't buy it for any one outside my immediate family - too personal."

"It's a big decision to put something like that on your car."

JJ, 39

"I love the creative aspects of it."

"It's physical, I like to roll up my sleeves and dig in."

"I enjoy the intellectual challenge, the exploration of ideas."

"It just really feels good to sweat."

"My kids are affected by it, so I get involved."

"Someone has to fix these problems."

"I'm not hugely enthusiastic but I do have a college sweatshirt that I wear."

"I do share my opinions but it really depends on who it is."

"I'm more likely to share my opinion on fun things like clothes and food than on politics."

"I like how it looks."

"I like to support the Texas Arts."

"For people that know me, they know I like the Arts and Texas."

"I have a personality-less car. This helps."

"I wouldn't have gotten the plate I did unless some of the money went to the Texas Arts Association"

"Great gift idea for a new driver, a 16 year old."

Steve. 49

"I started when I was 14 and have done it all my life."

"I'm very proud of my family and where we are from, my small home town and Texas."

"I'm a huge cowboy fan, I go to every game I can."

"I share my opinions in many ways: in conversations, blogging, letters to the editors, etc."

"I prefer a more anony mous format for the polarizing issues."

"I like to share my opinions, but without any repercussions."

"Some people see me as introverted but I'm really extroverted."

"Had one for ten years, then the price went up too much and said it wasn't worth it any more."

"Makes it easy to find my car."

"Makes it easy to spot me for my friends and family."

"Think its fun when people try to figure out what it means – like a puzzle, a game."

"Makes my car fun, goofy. These are traits I'd attribute to my self too."

"Lots of people ask me what it means and then when I tell them, they say, 'that makes sense."

"After I tell them what it means, they often ask me how I got it."

"You'd have to know the person pretty well."

Marion, 61

"I usually buy something that identifies the place I've been."

"I like to display it in my house. It helps me relive my experience."

"I can get lost in a library for hours."

"It makes me feel like I've done my part."

"That makes statements I don't believe in."

"I share my opinion overtly and often."

"I share my opinion in many ways, through letters, email lists and financially."

"We are passionate about dogs so we got K9Pet."

"My husband is a Ham operator, so it's our handle."

"It becomes a guessing game. People wonder what it means."

"People wonder what it means...it becomes a guessing game."

"It's good for my body."

"It's hard work but I enjoy it (volunteering)"

"I get to meet wonderful women when I volunteer."

"I enjoy it because I directly see the impact of my work"

"When I go home, I go to the campus, makes me feel connected to my past."

"I buy stuff from my university for my kids to instill as sense of pride in them too."

"I keep in touch with my friends from college. We get together often."

"I buy stuff from the university for my family and friends - its an easy gift."

"I don't like to share my opinions because I don't feel confident about my stances. I don't have a lot of ammunition so I'm afraid to be embarrassed."

"My husband's father had this plate and when he passed away, we got it. It's become a family tradition."

"The kids know my car."

"It gives our car a cute personality"

"Makes my old minivan stand out."

"I get asked all the time, every day what it means. If I had a dime for every time they asked..."

"When I tell them what it means, they say 'that's so sweet"

"People are always guessing what it means. It's like a game, a puzzle."

"Depending on where the money went, it may impact how much more I'd be willing to pay."

"I couldn't make that gift decision - its way too personal and permanent"

Allison, 38

"I've been doing it since I was a child."

"I'm definitely a dog person and a cat lady."

"Ask anyone who knows me; I talk about my pets every day."

"Its something I can do with my husband."

"I collect the ticket stubs from all of the games."

"Going to a game, that's a big event in my life."

"I share my opinions til I'm blue in the face."

"I like that others know that I own and care about animals."

"It makes me feel good because that's who I am - its an insight into me for others."

"Tells you a little about a person."

"It makes my car a 'good-hearted' person."

"People ask why I have dogs on my plate and I explain that I support animal rites and that part of the money goes to charity. They think that's good."

"Gift card would be great because they could pick out the theme they want"

"I bought it as a gift for my husband. It really reflected his personality."

"I bought it as a gift 10 years ago and he's renewed it every year."

"It was a reflection of my husband – funny and quirky."

"I wanted to get him a very personal and unique gift."

"I like to get inside a person's head when I am getting them a gift."

"It made his truck HIS - the Phred Mobile."

"It's the only plate he can remember. He's had it for 10 years now."

Lindsay, 29

"I don't like labels or being associated with those kinds of things (school, Texas pride)."

"I went to SMU, we aren't into that kind of stuff."

"I'm a talker. I'm very honest. Everyone knows where I stand on everything. An open book."

"You never have to guess what I'm thinking."

"It drove me crazy that I couldn't check to see what was available (personalized) on line – very frustrating."

"It took months because they had to check availability and then tell me to try again – very annoying process."

"It's crazy that you can't do this immediately online."

"I hated what I had on my plates and wanted something new."

"It's a combination of my initials and a phrase from my favorite movie."

"Made my car more girlie and very personal."

"It's an inside joke for people who really know me well, and others just wonder what it means."

"When people ask me what it means and I tell them, they generally just laugh."

"Some people are vain; they would think it was stupid."

"It would be great if they could use the card towards the registration or something if they didn't want a custom plate."

Manoses25rom Participants

"I like to do anything cultural - plays, opera, dancing, you name it."

"I did it in college and now I do it for fun."

"I don't volunteer much because it takes time away from other things I love to do."

"You name it; I've got it -s-shirts, hats, hoodies, pjs, etc. I love my school."

"I love to tell people where I'm from. I'll even throw it in their face a little."

"I look for people with Phili shirts on. If I see one, I'll ask them about it."

"I will give my opinion freely depending on the situation. It must be a two way conversation."

"I only really share my opinion with people I trust."

"It was my screen name when I was a teenager - it just kind of stuck"

"It reflects my personality - tiny and cute and girlie and outgoing."

"It makes my car fun and bubbly."

"Before it was just a car, one of millions, now it's MY CAR."

"I feel happier about being in my car now."

Karakay, 30

"I found fun when I started playing golf."

"I love being around people who are interesting."

"I like making a difference."

"I find it relaxing and fun."

"It's different than the daily grind."

"I'm not a 'bumper sticker' kind of person."

"I don't need that kind of recognition."

"There is an appropriate place and time to share my opinion."

"It's not always appropriate to share your opinion. It gets imitating.

Those people scare me."

"It was a gift from my dad in high school. He renewed for several years and then I took over."

"My dad passed so its part of my memory of him."

"It's like wearing my realtor name tag. It promotes my business."

"It's just kinda cool."

"It's just something that makes me feel special."

"It makes my PT Cruiser more special. Most things I do are not typical." "It's just plain fun."

"People are constantly asking me what it means or calling me by my nickname."

"I never would have thought of it as a gift but it would be good for people with passions."



My Plates, Inc.

June 27, 2007