



NEWS RELEASE

For Immediate Release



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You're Always a VIP at Texas.gov

New advertising campaign promotes online services for Texas drivers

AUSTIN, Texas – May 6, 2014. Never a line, never a wait – Texas.gov/Driver puts you first. The theme of the new Texas.gov advertising campaign uses a light-hearted approach to illustrate how every Texan can feel like a VIP when they take care of their driving business online. In fact, millions of Texans already trust the official state website that puts them and their time first. Every day, Texas.gov securely processes more than 13,000 transactions for online driving services.

Texas.gov/Driver is the go-to place for Texans to access several of the most popular online services, including:

- [Driver License Renewal](#) – Thousands of Texans are eligible to renew their license online every year. You can even renew up to a year before and a year after your expiration date. If you've moved recently, you can also change your address online.
- [Vehicle Registration Renewal](#) – Every county in Texas offers online vehicle registration renewal. Make sure to renew before your sticker expires so you can skip the trip to your local tax assessor's office.
- [Driver Records](#) – Order and print your own driver record, including certified versions required for defensive driving courses. All you need is access to a printer.
- [Driver License Reinstatement](#) – You can pay reinstatement fees and check the status of your driving eligibility at any time with this convenient online service.

The Texas.gov advertising campaign includes two commercials that will air in the Austin area throughout May, as well as interactive TV and online banner ads that will run statewide. Visit the [Texas.gov YouTube channel](#) to view extended 60 second versions of both commercials – [I'm Kurt Fresco](#) and [Dancing Mom](#).

And remember, Texas.gov is a convenient, fuel-efficient way to complete many other government services online too – [order a birth certificate](#), [purchase TDCJ commissary items](#), [pay CHIP enrollment](#)

[fees](#), [apply for or renew a concealed handgun license](#), and [much more](#). With 1,000+ online services, secure payment processing and friendly 24/7 customer service, you're always a VIP here. Take it online, Texas!

About Texas.gov

Texas.gov is the official website of the state of Texas (www.texas.gov) and is a collaborative public/private partnership managed by the [Department of Information Resources \(DIR\)](#). [Texas.gov](#) helps state and local government entities Web-enable their services and operates without tax funds through a partnership between the state and [Texas NICUSA, LLC](#). Texas NICUSA builds, operates, maintains, and markets Texas.gov and is part of eGovernment firm [NIC's](#) (NASDAQ: EGOV) family of companies. Since its launch in 2000, Texas.gov has securely processed more than 222 million financial transactions and collected more than \$31 billion on behalf of participating entities.

About NIC

[NIC Inc.](#) is the nation's leading provider of [official government websites](#), online services, and [secure payment processing solutions](#). The company's innovative [eGovernment](#) services help reduce costs and increase efficiencies for government agencies, citizens, and businesses across the country. Our popular self-funded solution allows government to put in-demand services online without using taxpayer funds. The NIC family of companies currently provides cost-effective eGovernment solutions for more than 3,500 federal, state, and local agencies in the United States. Additional information is available at www.egov.com.