"We expect that *LCNS2ROM* will be published in 2008, and that it will stimulate more motorists to vanitize their vehicles. That's because *LCNS2ROM* demonstrates that vanity plates are powerful message platforms that allow motorists to tell hopeful or humorous stories in eight or fewer characters. *LCNS2ROM* will portray, in prose and photography, the stories behind the messages on the vanity plates featured in the book. And vanity plates are fun!" Mr. Lonce said. "Vanity plates are pop culture icons because they take mundane objects -- license plates -- and turn them into art, using words," he continued.

"*LCNS2ROM* will profile Americans and Canadians with intriguing vanity plates and compelling or funny stories that inspired them to vanitize. Each profile will be four pages long, perfect for reading while sipping a Starbucks Moccachino or other beverage. Starbucks has started selling books, and I hope that Starbucks will consider selling *LCNS2ROM.*" Mr. Lonce said.

"Americans and Canadians who are computer literate are probably more likely to be vanity plate holders, since vanity plate messages resemble the way people spell in electronic communications (emails, instant messages and test messages), letters are omitted, words are spelled phonetically, numbers are substituted for words, and acronyms are used. LCNS2ROM is a paradigm of vanitized spelling," Mr. Lonce explained.

According to Mr. Lonce, "It appears that in the states and provinces with the highest vanity plate penetration rates, a 'tipping point' has been reached: vanity plates are numerous enough that they're really noticeable, which stimulates motorists with standard plates to consider vanitizing their vehicles. I hope that *LCNS2ROM* stimulates more motorists to vanitize. All you need is a motor vehicle and a message you want to convey. EVRY1 SHLD VNTZ!"

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