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**Wells Fargo Financial
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**MATTRESS FIRM ENHANCES CONSUMER CREDIT CARD FINANCING PROGRAM WITH
UNIQUE DUAL-LINE VISA® FROM WELLS FARGO FINANCIAL RETAIL SERVICES**

DES MOINES, Iowa – April 23, 2004 – Mattress Firm, the number one retailer of Sealy Mattress products, and Wells Fargo Financial Retail Services have agreed on the terms of an exclusive dual-line VISA credit card program for the medium-end bedding retailer's more than 200 corporately-owned locations nationwide. The multi-year contract is estimated to produce more than \$50 million in annual charge volume.

"Providing easily accessible and competitive financing to our customers is critical to our business," stated Jim Black, Chief Financial Officer, Mattress Firm, Inc. "We believe Wells Fargo Financial Retail Services is the best fit for Mattress Firm and will allow us to provide added value to our customers with the dual-line VISA credit card program."

Under this agreement, Wells Fargo Financial Retail Services will provide Mattress Firm a full range of services including program installations and training, sales management, receivables funding, card authorization, statement generation, remittance processing, customized marketing, risk management, customer service and collections.

"Our commitment to providing a full range of services with our credit card financing programs will allow Mattress Firm stores to focus on what's most important—providing their customers superior products and service," stated Terry Fuller, Sr. Vice President, Business Development, Wells Fargo Financial Retail Services. "We look forward to developing and maintaining a long, mutually beneficial business relationship with Mattress Firm and helping them continue to grow and build upon their business success."

A dual-line VISA credit card program offers a unique financing tool to assist Mattress Firm retailers in closing more sales through a variety of benefits. The most appealing benefit being Mattress Firm cardholders have one card with two distinct revolving lines of credit. One line is dedicated for purchases at participating Mattress Firm locations and the other line is dedicated for VISA card purchases and cash advance transactions worldwide, anywhere VISA credit cards are accepted. Mattress Firm customers complete only one application for the two lines of credit and receive one billing statement with an itemized list of charges under each credit limit, while only being required to make one payment.

Through this program, Mattress Firm retailers can offer special terms allowing cardholders to "purchase today and pay tomorrow" with the various "no interest" and "no payment" promotions currently available. Plus, cardholders pay no annual fee on either line and can take advantage of a low variable APR of 9.9% on the VISA line of credit. Another unique feature of the card is that Mattress Firm has its own name and design on the card, which promotes greater brand

identity. In addition, the VISA credit feature on the card helps to promote greater wallet visibility, making it versatile for everyday purchases. Other features of the program, designed to help Mattress Firm retailers increase sales and build customer relationships, include rapid credit decisions and funding, generous credit lines and easy application processing.

The program officially rolled out in March 2004.

Founded in 1986, Mattress Firm has grown into a nationwide organization with over 300 stores in 41 markets and annual gross sales of \$265 million. Mattress Firm is the number one retailer of Sealy Mattress products, the largest and most recognized bedding brand in the world. Mattress Firm is also the largest retailer of Stearns and Foster, the only bedding line that is marketed in a luxury-status profile.

Wells Fargo Financial Retail Services, headquartered in Des Moines, Iowa, specializes in providing private label and co-brand credit card programs to retailers in the United States and Canada. Its parent, Wells Fargo Financial, headquartered in Des Moines, Iowa, is a \$28 billion international financial services company. Founded in 1897, the Company today has more than 17,000 team members.