



FOR IMMEDIATE RELEASE

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**Wells Fargo Financial
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**PELLA CORPORATION STRENGTHENS CONSUMER CREDIT FINANCING PROGRAM WITH
UNIQUE DUAL-LINE VISA® FROM WELLS FARGO FINANCIAL RETAIL SERVICES**

DES MOINES, Iowa – September 24, 2004 – Pella Corporation, a leading manufacturer of premium-quality windows, entry door systems, storm doors and patio doors, and Wells Fargo Financial Retail Services, a leader in the credit financing industry, are now offering an exclusive dual-line Visa credit card program to Pella's distributors in the United States and Canada.

"Pella Corporation is pleased to forge a retail financing partnership with Wells Fargo Financial Retail Services, a world-class financial services provider," stated Chris Madigan, Retail Selling Process Manager, Pella Corporation.

"Combining our knowledge and strength in the retail credit industry with Pella Corporation's longstanding reputation as one of the world's premier manufacturers of windows and doors should make this a mutually beneficial business relationship for many years to come," stated Terry Fuller, Senior Vice President, Business Development, Wells Fargo Financial Retail Services. "We are confident this unique program will give Pella distributors a competitive advantage and increase brand recognition and loyalty."

A dual-line Visa credit card program offers a unique financing tool to assist Pella® distributors and customers. Through this program, Pella Windows & Doors cardholders have one card with two distinct revolving lines of credit. One line is dedicated for purchases at participating Pella locations and the other line is dedicated for Visa card purchases and cash advance transactions worldwide, anywhere Visa credit cards are accepted. Pella 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, Pella Windows & Doors distributors 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 on the Visa line of credit.

Founded in 1925, Pella Corporation has long been recognized in the window and door industry for its technology and innovation, having been awarded more than 100 product and design patents. In addition to windows and patio doors, the company also manufactures storm door and entry door systems with the same level of quality and technology for which Pella is known worldwide. Headquartered in Pella, Iowa, the company is represented by select building materials retailers and a Direct Sales Network operating Pella® Window & Door Stores nationwide.

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 an international financial services company. Founded in 1897, the company today has more than 17,000 team members.