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**Wells Fargo Financial
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**FURNITURE FIRST NOW OFFERING PRIVATE LABEL CREDIT CARD PROGRAM
THROUGH WELLS FARGO FINANCIAL RETAIL SERVICES**

DES MOINES, Iowa – May 25, 2005 – Furniture First, a national buying group serving the retail home furnishings industry, has signed a contract to offer a private label credit card program through Wells Fargo Financial Retail Services, a leader in the consumer credit financing industry.

“We’re pleased to enter into a business relationship with Wells Fargo Financial Retail Services,” said Furniture First President Bill Hartman. “They have an excellent reputation in customer service, technology, approval processing, and Internet capabilities.”

Through this business relationship, Wells Fargo Financial Retail Services will provide participating Furniture First members account management and sales support, comprehensive sales training, individualized client support, integrated technology, and customized marketing solutions. Wells Fargo Financial Retail Services has more than 40 years of experience in the retail credit industry.

“Wells Fargo Financial Retail Services is committed to providing the value-added service and support necessary to help each participating Furniture First member grow their business and strengthen customer relationships,” said Vince Raneri, senior vice president of national sales for Wells Fargo Financial Retail Services. “We keep a close watch on each and every detail of the program to ensure its success—from how the program is marketed to how cardholders are treated when they contact the call center.”

The Furniture First private label credit card program will include a dedicated line of credit for approved customers, promoting larger purchases, greater shopping frequency, and improved customer satisfaction ratings. Plus, with a comprehensive and competitively priced menu of special-terms promotions, approved customers will enjoy low monthly payments, competitive interest rates, a convenient tool for add-on purchases and the flexibility to “buy today” and “pay tomorrow.” Promotions will include no interest option plans with and without payments, plus regular terms financing and minimum payment plans. Other features of the program include rapid credit decisions and funding, generous credit lines, and easy application processing.

Furniture First, headquartered in Harrisburg, Pennsylvania, has 116 members with more than 250 stores in 41 states. Combined, they have annual furniture and bedding sales of more than \$1 billion.

Wells Fargo Financial Retail Services, headquartered in Des Moines, Iowa, specializes in providing private label and dual-line credit card programs to retailers in North America. Wells Fargo Financial Retail Services' parent company is Wells Fargo Financial. Wells Fargo Financial, a unit of Wells Fargo & Company, is a \$38 billion company providing consumer installment and home equity lending, automobile financing, consumer and private-label credit cards and commercial services to consumers and businesses. The company has approximately 19,000 team members and operates in 48 U.S. states, the 10 provinces of Canada, the Caribbean, Latin American and the Pacific Rim. It is headquartered in Des Moines, Iowa. More information about Wells Fargo Financial is available at www.wellsfargofinancial.com.