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**WELLS FARGO FINANCIAL RETAIL SERVICES LAUNCHES NEW DUAL-LINE
CONSUMER CREDIT FINANCING PROGRAM FOR HOME IMPROVEMENT INDUSTRY**

DES MOINES, Iowa – August 8, 2005 – Wells Fargo Financial Retail Services today announced the launch of its Home ProjectsSM Visa[®] Card Program. The program is a revolving, dual-line consumer credit card designed exclusively for select retailers within the home improvement industry.

Through this unique program, participating retailers will be able to offer customers increased purchasing power with two revolving lines of credit on one card. One line will be dedicated specifically for home improvement purchases, while the second line will offer the convenience of paying for everyday purchases everywhere Visa credit cards are accepted.

“We look forward to helping home improvement dealers and retailers distinguish their business from the competition with our Home Projects Visa Card Program,” said Terry Fuller, senior vice president of business development for Wells Fargo Financial Retail Services. “The program is essentially the only one of its kind in an industry that generates more than \$258 billion annually, so retailers will have vast opportunities to leverage this unique program to increase their sales and strengthen customer relationships.”

Features of the Home Projects Visa Card Program include easy enrollment procedures, competitively priced special-terms promotions, fast, over-the-phone application processing, generous consumer credit lines, and quick funding.

“In addition to the many features and benefits of the Home Projects Visa Card Program, participating retailers will benefit from Wells Fargo Financial Retail Services’ personalized support, quality sales training, exceptional customer service and effective marketing solutions,” Fuller said.

As part of the program launch plan, Wells Fargo Financial Retail Services is offering limited-time special introductory rate promotions to program participants.

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. Home improvement professionals interested in learning more about the Home Projects Visa Card Program should call 800.374.5492 or visit www.wffrs.com.

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.