

NewsRelease

Wells Fargo Financial



MEDIA

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WELLS FARGO FINANCIAL NATIONAL BANK ANNOUNCES LAUNCH OF WELLS FARGO JEWELRY ADVANTAGESM CREDIT CARD PROGRAM

DES MOINES, Iowa – August 4, 2008 - Wells Fargo Financial National Bank – a subsidiary of Wells Fargo & Company (NySE: WFC) - has launched a revolving consumer credit card program for the jewelry industry. The Wells Fargo Jewelry AdvantageSM credit card program offers jewelry retailers prompt automated decisions and easy-to-use online processing and reporting.

“Jewelry retailers told us they wanted a consumer financing program that helped them run their businesses more easily and efficiently,” said Darryl Marin, product manager, Wells Fargo Financial Retail Services. “When we created the *Wells Fargo Jewelry Advantage* credit card program, we focused on the areas that are important to them: quick application decisions and innovative technology to support their processes.”

The Wells Fargo Jewelry Advantage credit card program gives jewelry retailers access to an internet processing system and an online dealer center, resources that provide reporting, processing and marketing support. Marin also noted that the *Wells Fargo Jewelry Advantage* credit card program uses a new application process that saves time and reduces frustration for salespeople and customers.

The *Wells Fargo Jewelry Advantage* credit card program offers a comprehensive range of payment plans, including no-interest plans with equal payments; low interest plans with longer payment terms; no payment, no-interest option plans; and no-interest option with minimum payment plans. “The program helps jewelers offer customers a wide variety of financing options,” said Marin. “Customers will appreciate the flexibility, especially given economic conditions. It’s an added value for them.”

For more information about the *Wells Fargo Jewelry Advantage* credit card program, jewelry retailers should call 800-694-0259 or visit WellsFargoJewelryAdvantage.com.

Wells Fargo Financial Retail Services Inc. facilitates the delivery of consumer private-label and industry credit card programs to retailers throughout North America. Current programs include Wells Fargo Jewelry AdvantageSM, Wells Fargo Health AdvantageSM, Home Projects Visa®, SplashCard®, Flooring Solutions, home furnishings and other industries. With more than 45 years of experience in the consumer finance industry, the Wells Fargo Financial Retail Services value proposition is based on service, competitive pricing, and innovative technology. Wells Fargo Financial Retail Services is headquartered in Des Moines, Iowa. More information is available at wffretail.com.

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