

## **Westgate Financial Corp. welcomes Michaella Cox as new Vice President to Serve the DR Industry**

*(Corporate Press Release, November 30, 2005)*

Westgate Financial Corp., one of the leading factoring institutions in the world offers rapidly growing companies single-source financial services, is delighted to announce the appointment of Michaella Cox ([mcox@westgatefinancial.com](mailto:mcox@westgatefinancial.com)) as Westgate's Vice President of Trade Finance to the Direct Response (DR) and Infomercial Industry (VP Direct).

Ms. Cox brings to Westgate a wealth of business and DR Industry expertise. Her unique combination of traditional business acumen and specific Direct Response experience allows her the ability to understand the client's requirements and creatively develop solutions, while never losing sight of the client's overall objectives. Ms. Cox brings to Westgate more than a decade of experience creating, growing and managing companies in various entrepreneurial industries. Within the DR Industry, Ms. Cox recently held positions as Chief Operating Officer for Mindstorm Technologies, was President of eBound Strategies, and was Director of eCommerce for Video Professor. Prior to her entrée into DR, Ms. Cox was instrumental in taking start-up technology companies from "whiteboard to reality" in her position as VP Marketing and Business Analysis for a Venture Capital firm.

"I am truly excited to be part of the Westgate team. As most of us know, the nuances inherent to the DR industry make it unlike no other. That's why it's crucial for a financial institution to understand the metrics, interdependencies and specific requirements of DR... and then be able to adapt quickly" said Ms. Cox. "I've seen so many promising DR opportunities lost because traditional financing was too slow or too encumbered. Now, with Westgate, I can introduce a single-source solution for DR Clients that will hopefully provide a ready source of cash flow necessary for DR growth and success."

To speak with Michaella about how Westgate may be able to help you succeed, please call her at 720-352-6899 or send her an email at [mcox@westgatefinancial.com](mailto:mcox@westgatefinancial.com). To learn more about Westgate Financial Corp, please visit our website at [www.westgatefinancial.com](http://www.westgatefinancial.com).