

Westgate Financial Corp. Joins the Electronic Retailing Association

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Westgate Financial Corp., one of the top 15 factoring institutions in the world and the only independent factoring institution to offer single source financing solutions to the DR Industry, is pleased to announce their acceptance into the Electronic Retailing Association (ERA). The ERA represents the leaders of direct response, members who maximize revenues through electronic retailing on television, online and on radio.

"The ERA is more than a self-regulating agency, it is a valuable resource that has its finger on the pulse of the industry. We are proud to become a member of the ERA and through our membership hope to become active participants in the Direct Response Industry so that we may best anticipate the needs of our DR clients," said Michaella Cox, Westgate's Vice President of Trade Finance for Direct Response.

"Traditionally, ERA members have included Direct Response marketers and their vendors. The addition of credible service providers, such as Westgate Financial, broadens our membership and ensures that all companies serving the Direct Response Industry are as well informed and educated about our business as we are. We are pleased to have Westgate Financial join our ERA family," said Barbara Tulipane, President and CEO of ERA.

For more information on Westgate Financial Corp or to find out if Westgate has the financial solutions you need to make your business successful, contact Michaella Cox at 720-352-6899; mcox@westgatefinancial.com. You can also learn more about Westgate at their website, www.westgatefinancial.com.

About Westgate Financial Corp:

Westgate Financial is a privately held independent factoring institution that has become a leader in the factoring and purchase order funding industries and has financed over one billion dollars of commercial transactions. Leverage your growth using our financial strength and years of experience.

About the Electronic Retailing Association:

The Washington DC-based Electronic Retailing Association is the trade association for major companies that use the power of electronic media to sell goods and services directly to the public. Its membership—direct response and electronic retailing companies and their suppliers—is involved in multi-channel electronic marketing including infomercials and short-form commercials, live shopping channels, the Internet and radio. To learn more about the ERA, please visit their site at www.retailing.org.