

## **Westgate Financial Expands Financial Services to the Direct Response Industry**

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

Westgate Financial Corp., one of the leading factoring institutions in the world that offers rapidly growing companies single-source financial services, is pleased to announce their expansion into the Direct Response Industry.

"We are very excited about dedicating a separate unit to meet the needs of our Direct Response clients. The Direct Response Industry is inherently entrepreneurial in spirit and presents unique financial requirements that traditional financing alternatives simply cannot meet. We want to expand our services to this distinct sector, becoming the first, and best, single-source provider for financial services in DR" said Michaela Cox, newly appointed Vice President of Trade Finance Direct.

Founded 14 years ago by Bruce L. Cohen, himself a successful entrepreneur, Westgate Financial was established to provide innovative financial solutions for innovative businesses. In addition to inventory financing, factoring and true production process purchase order funding, Westgate Financial offers their DR clients media financing, letters of credit, or any combination of the above solutions. "Companies turn to us for creative solutions so they don't have to forfeit profitable opportunities. We're not interested in managing or owning a piece of your business. We are interested in providing financial solutions that allow you to grow your business and become successful. We can be a ready source of cash flow necessary for your continued growth. By establishing a separate DR business unit, we hope to provide the experience, flexibility and customized solutions our DR clients require" said Mr. Cohen.

### **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.

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 Michaela Cox at 720-352-6899; [mcox@westgatefinancial.com](mailto:mcox@westgatefinancial.com). You can also learn more about Westgate at their website, [www.westgatefinancial.com](http://www.westgatefinancial.com)