

It's smart to acquire a

## Wells Fargo EquityLine Platinum® Card

John Q. Sample  
1234 Main Street  
Anytown, US 12345-6789  
XXXXXXXXXXXXXXXXXX



Dear John Q. Sample,

As a Wells Fargo *EquityLine with FlexAbility*<sup>SM</sup> account holder, you made a smart choice in taking advantage of the equity in your home. You're currently enjoying greater control of your finances.

Now, we'd like you to discover the many benefits of using your *EquityLine Platinum*<sup>®</sup> Card to access your *EquityLine with FlexAbility* account — whenever you want for important purchases and major expenses.

**Call us today at 1-800-481-0553 to get your *EquityLine Platinum* Card — and use it at millions of locations worldwide.**

Your card offers you benefits such as convenient access and tax benefits\* associated with your *EquityLine with FlexAbility* account. The card comes with Warranty Manager Service for purchases and \$1 million in travel insurance as well as a Zero Liability Feature which protects you if your card is lost or stolen.

Because this is a Platinum card, it also offers you:

- The every day convenience of using your card to access your account online or to transfer funds at ATMs — with no cash advance fees.
- The ability to make purchases anywhere VISA<sup>®</sup> is accepted — at millions of locations worldwide!
- The flexibility of using your card for home improvements or repairs, bill consolidation, college tuition, medical bills, and other large expenses — from weddings to purchasing a car.

We invite you to discover why acquiring an *EquityLine Platinum* Card is the intelligent, convenient way to access your home equity account. Please call us today at 1-800-481-0553 to request your *EquityLine Platinum* Card.

We appreciate your business and thank you for being a Wells Fargo home equity customer.

Sincerely,

Kent L. Ashton  
Senior Vice President  
Wells Fargo Bank, N.A.

\*Consult your tax advisor.

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**Wells Fargo EquityLine  
Platinum<sup>®</sup> Card**



It's smart to acquire a

# Wells Fargo EquityLine Platinum® Card...

John Q. Sample  
1234 Main Street  
Anytown, US 12345-6789  
XXXXXXXXXXXXXXXXXXXX



and receive a complimentary **\$25**  
**gift card to the Home Depot®!**



Dear John Q. Sample,

Thank you for choosing Wells Fargo to help manage your finances through your home equity account. Now you can access this valuable financial resource with your *EquityLine Platinum* Card.

Your card offers you benefits such as convenient access and tax benefits\* associated with your home equity account. The card comes with Warranty Manager Service for purchases and \$1 million in travel insurance as well as a Zero Liability Feature which protects you if your card is lost or stolen.

Now, we'd like to invite you to discover why acquiring an *EquityLine Platinum* Card is the intelligent, convenient way to access your home equity account — and to receive a special gift!

**Get your *EquityLine Platinum* Card. Then make \$1,000 or more in purchases between June 21 and August 10, 2004 to receive a complimentary \$25 gift card to the Home Depot®.\*\***

Because this is a Platinum card, it also offers you:

- The every day convenience of using your card to access your account online or to transfer funds at ATMs — with no cash advance fees.
- The ability to make purchases anywhere VISA® is accepted — at millions of locations worldwide!
- The flexibility of using your card for home improvements or repairs, bill consolidation, college tuition, medical bills, and other large expenses — from weddings to purchasing a car.

Just request your *EquityLine Platinum* Card by calling 1-800-481-0553. Then remember to use it to make \$1,000 or more in purchases by August 10, 2004. In return, we'll send you a \$25 gift card to the Home Depot®. And once you receive your gift card, you can use it — along with your *EquityLine Platinum* Card — at approximately 1,500 Home Depot® stores nationwide.

Thank you again for being a Wells Fargo home equity customer.

Sincerely,

Kent L. Ashton  
Senior Vice President  
Wells Fargo Bank, N.A.

P.S. If you haven't yet activated your *EquityLine Platinum* Card, please do it today. You'll then be eligible to earn your free \$25 gift card to the Home Depot®. Just call 1-800-481-0553.

\*Consult your tax advisor.

\*\*Limit one gift card per account. The gift card to the Home Depot® will be mailed within 4-6 weeks of *EquityLine Platinum* transaction(s) totaling a minimum of \$1,000 posting to your account between June 21, 2004 and August 10, 2004.

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John Q. Sample  
 1234 Main Street  
 Anytown, US 12345-6789  
 XXXXXXXXXXXXXXXXXXXX



Dear John Q. Sample,

As a Wells Fargo *EquityLine with FlexAbility*<sup>SM</sup> account holder, you made a smart choice in taking advantage of the equity in your home. You're currently enjoying greater control of your finances to make essential purchases, home improvements, or anything that's important to you.

Now, we'd like you to discover the many benefits of using your *EquityLine Platinum* Card because it empowers you to access your home equity account — whenever you want, however you want it.

**An *EquityLine Platinum* Card offers great benefits.**

Your card offers you superior benefits, such as a convenient way to access your home's equity; potential tax benefits associated with your *EquityLine with FlexAbility* account;\* Warranty Manager Service for purchases and \$1 million in travel insurance; as well as a Zero Liability Feature which protects you if your card is lost or stolen.

**And you can use your *EquityLine Platinum* Card in a variety of ways,  
 at millions of locations worldwide.**

Because this is a Platinum card, it also offers you:

- The every day convenience of using your card to access your account online or to transfer funds at ATMs — with no cash advance fees.
- The ability to make purchases anywhere VISA® is accepted — at millions of locations worldwide!
- The flexibility of using your card for home improvements or repairs, bill consolidation, college tuition, medical bills, and other large expenses — from weddings to vacations to purchasing a car.

We appreciate your business. Thank you again for being a Wells Fargo *EquityLine Platinum* Card customer.

Sincerely,

Kent L. Ashton  
 Senior Vice President  
 Wells Fargo Bank, N.A.

P.S. Use your *EquityLine Platinum* Card today at millions of locations wherever VISA is accepted. For more information, call 1-800-481-0553.

\*Consult your tax advisor.

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Use your **Wells Fargo EquityLine  
 Platinum® Card** for important  
 purchases and major expenses!