



NEWS RELEASE

# Wayfair Offers World's Largest Selection of Lighting

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Home Retailer Broadens Lighting Selection, Launches Home Renovation Headquarters to Deliver Top-Selling Products, Specialized Expertise and Installation Services All in One Place

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced the expansion of its lighting offering at **Wayfair.com** to deliver the world's most extensive lighting selection across a wide range of styles and price points. Making it easier than ever before to shop for lighting, Wayfair.com's new **Home Renovation Headquarters** showcases top-selling lighting products as well as inspiration and specialized expertise to assist customers throughout the entire home improvement process, from product selection to installation.

"At Wayfair, we pride ourselves on delivering a superior shopping experience with unmatched selection, inspiration and resources that help our customers make the right choices for their homes, every step of the way," said Steve Oblak, senior vice president and general manager, Wayfair.com. "From entry-price table lamps to top-of-the-line crystal chandeliers, Wayfair.com offers lighting solutions for any home improvement project – no matter the style or budget."

Wayfair's Home Renovation Headquarters provides a variety of resources for shoppers looking to update their homes, from inspirational design ideas to helpful buying guides, such as the **Chandelier Size and Placement Guide**, the **Ceiling Fan Buying Guide** and **Outdoor Lighting Ideas**. A team of expert product specialists is also readily available to guide customers through purchasing decisions. In addition to lighting, Wayfair's Home Renovation Headquarters includes products and resources for a wide range of home projects with solutions spanning flooring, fixtures, hardware and appliances.

"Wayfair's lighting selection not only provides lots of options for consumers, it is also particularly popular among trade and business customers who are increasingly seeking us out," added Oblak. "From office space to residential

redesigns to hospitality projects, we're gaining traction with the trade and business segment by partnering with our suppliers to offer the right mix of products, dedicated account management service and expertise to meet the needs across a variety of projects."

In addition to a dedicated spot in the Home Renovation Headquarters, Wayfair's lighting selection is prominently featured in the brand's print catalogs as well as curated sales events at Wayfair.com. Business professionals in the decorating and design professions as well as in the office, healthcare, education, property management and hospitality industries can access Wayfair's lighting selection at competitive price points through the **Wayfair Business** and **Trade Services at Wayfair** programs.

Customers in select markets are now also able to purchase assembly and installation services at checkout. In one seamless e-commerce experience, shoppers can conveniently complete home improvement and decorating projects from start to finish.

## About Wayfair

Wayfair Inc. offers an extensive selection of home furnishings and décor across all styles and price points. The Wayfair family of brands includes:

- Wayfair.com, an online destination for all things home
- Joss & Main, where beautiful furniture and finds meet irresistible savings
- AllModern, a go-to online source for modern design
- DwellStudio, a design house for fashion-forward modern furnishings
- Birch Lane, a collection of classic furnishings and timeless home décor

Wayfair generated \$2.25 billion in net revenues for full year 2015 and \$747.3 million in net revenues for first quarter 2016. The company employed 4,604 people as of March 31, 2016 and is headquartered in Boston, Massachusetts with operations throughout North America and Europe.

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