



NEWS RELEASE

Wayfair Partners with Sherwin-Williams to Launch the First Restore & Renew DIY Hub

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Custom Editorial Hub Delivers Exclusive Content to Inspire Creative, Do-It-Yourself Ways to Enhance any Space in the Home

BOSTON--(BUSINESS WIRE)-- **Wayfair** (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced a partnership with Sherwin-Williams, the nation's largest specialty retailer of paint and painting supplies, to launch the Restore & Renew DIY Hub. The custom-designed online resource features four Sherwin-Williams Diversified Brands, including Purdy, Krylon, Thompson's WaterSeal and Minwax, with exclusive content that will help consumers bring their DIY projects to life. The partnership was facilitated by Deutsch Inc., Sherwin-Williams Diversified Brands agency of record, which spearheaded the media planning and buying for the campaign.

"The Restore & Renew DIY Hub is a completely new opportunity for us and it is the first time these four brands have come together to advertise on one website in such an integrated way," noted Ian Gresham, senior vice president of marketing, Diversified Brands Division at The Sherwin-Williams Co. "Wayfair is a perfect partner as consumers have come to rely on the ideas and inspiration provided at Wayfair.com through unique and accessible editorial content and video. Together, we are enabling consumers to discover tips and tricks that will help them enhance any space."

The Restore & Renew DIY Hub will be amplified through an integrated campaign, including an array of high-profile onsite media, social promotion and blogging managed by Wayfair from creative production to execution. The hub will feature a variety of content supporting each brand, such as an "Upgrade Your Outdoors" series, highlighting outdoor area renewal using Thompson's WaterSeal, and a "Flea Market Inspiration" series, which will showcase creative ways to refinish antique pieces using Krylon products.

"We are always looking for new ways to create compelling content for consumers, who look to Wayfair.com as a

resource for ideas on enhancing their homes in creative ways," said Michael O'Hanlon, vice president of Corporate and Business Development for Wayfair. "The Restore & Renew DIY Hub delivers robust multi-media content that raises awareness for these four Sherwin-Williams brands, which each lend to a wide variety of unique ideas for DIY-inspiration."

Ask Sherwin-Williams™

For nearly 150 years, Sherwin-Williams™ has been an industry leader in the development of technologically advanced paint and coatings. As the nation's largest specialty retailer of paint and painting supplies, Sherwin-Williams is dedicated to supporting both DIYers and painting professionals with exceptional products, resources to make confident color selections and expert, personalized service that's focused on unique project needs. Recently, Sherwin-Williams was ranked "Highest in Customer Satisfaction with Paint Retailers, two years in a row" and "Highest in Customer Satisfaction Among Exterior Paints" by the J.D. Power 2014 Paint Satisfaction Study. Sherwin-Williams products can only be found at its 4,000 neighborhood stores across North America. For more information, visit sherwin-williams.com. Join Sherwin-Williams on **Facebook**, **Twitter**, **Pinterest**, Instagram and Tumblr.

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, an online flash sales site offering inspiring home design daily
- 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 is headquartered in Boston, Massachusetts, with additional locations in New York, Ogden, Utah, Hebron, Kentucky, Galway, Ireland, London, Berlin and Sydney.

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