



NEWS RELEASE

Wayfair Names Bob Gamgort to its Board of Directors

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Pinnacle Foods Chief Executive Brings Consumer Products Expertise to Online Retailer of Home Furnishings and Décor

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced the appointment of Robert James (Bob) Gamgort to the company's board of directors. As Chief Executive Officer of Pinnacle Foods Inc. (NYSE:PF) and former North America President for Mars Incorporated, Gamgort joins the Wayfair board with extensive expertise in the consumer products industry.

"Bob is an exceptionally talented leader and a great visionary in the consumer products marketplace," said Niraj Shah, CEO, co-chairman and co-founder of Wayfair. "We are honored to welcome him to the Wayfair board and look forward to his insights and expertise as we continue to build Wayfair globally as a leading online destination for home goods."

Gamgort joined Pinnacle in 2009 and has guided the company through the acquisitions of Birds Eye® Foods, Wish-Bone® and Gardein™, as well as its successful IPO in March of 2013. Pinnacle's portfolio of iconic brands can be found in approximately 9 out of 10 American households.

"Under the leadership of co-founders Niraj and Steve, Wayfair has rapidly become a leader in a \$230 billion market segment," noted Gamgort. "I am delighted to join Wayfair's board of directors and look forward to contributing to the company's continued success."

As North America President for Mars, Gamgort led the nearly \$10B portfolio of snack food, pet food, pet hospital, retail, and main meal divisions. Gamgort joined Mars from Major League Baseball where he had been the President of Major League Baseball Properties -- the league's business and marketing arm. He started his career at General Foods, which later merged with and became Kraft Foods.

Gamgort holds an MBA in Marketing and Finance from Northwestern University's Kellogg School of Management, a BA in Economics from Bucknell University and studied at the London School of Economics.

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.

Source: Wayfair Inc.

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