



NEWS RELEASE

Wayfair Partners with Giada De Laurentiis and Food Network on New Series Giada Entertains

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Offers Viewers the Opportunity to Recreate Giada's Party Planning Ideas at Home

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced a promotion with Giada De Laurentiis and Food Network to offer viewers the opportunity to shop the looks from Giada's new home entertaining series Giada Entertains. Premiering Sunday, January 3rd at 11 a.m. ET/PT on Food Network, the six-episode series features themes from cocktail parties and game day food to celebrations for the whole family. Giada will share her personal tips, strategies and recipes for planning parties at home and viewers will be able to easily recreate Giada's entertaining ideas in their own homes through how-to content and product recommendations on Wayfair.com.

"In her new series, Giada truly celebrates at-home entertaining as she shares her tips, ideas and recipes for gathering friends and family together over great food and company," said Nancy Go, vice president of brand marketing, Wayfair. "We are delighted to help viewers bring Giada's inspiring yet approachable ideas to life with a seamless way to shop a variety of home entertaining looks."

Each episode of Giada Entertains features a different at-home entertaining theme, from cocktail parties to game nights with friends, from indoor soirees to outdoor gatherings, and offers viewers recipes, tips and how-to guidance by Giada for expert entertaining in their own homes. The Wayfair.com partnership takes this to the next level, offering viewers and customers shop-the-look access to everything from cookware to serveware, kitchen accessories to room décor, furniture and more, all featured in or inspired by the series. Viewers can find the looks on Wayfair.com to recreate these intimate gatherings in their own home with ease.

Don't miss out - tune-in to Giada Entertains beginning Sunday, January 3rd at 11 a.m. ET/PT.

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, Utah, Kentucky, Ireland, U.K. and Germany.

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