



NEWS RELEASE

Wayfair Partners with Porch.com to Offer Installation and Assembly Services to Customers in One Seamless E-Commerce Experience

4/19/2016

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced a partnership with Porch.com, a home services platform for homeowners and home professionals, to offer installation services to Wayfair.com customers. Through the Porch Retail Solution, Wayfair.com shoppers who need help with tasks such as furniture assembly and installation of products such as lighting and plumbing will be able to purchase those services at checkout and set an appointment with a qualified Porch professional. The partnership will be available to Wayfair.com customers starting in 15 markets today, including Dallas-Fort Worth, Los Angeles, Washington, D.C. and Chicago, making it more convenient for Wayfair.com customers to complete home improvement and decorating projects from start to finish.

"At Wayfair, we pride ourselves on a customer service-driven retail experience, and with this Porch.com partnership, we are able to offer services that further enhance the shopping experience and make home decorating and renovation easier for our customers," said Steve Oblak, senior vice president and general manager, Wayfair. "Porch is ideally positioned to deliver quality home installation services through their ever expanding network of background-checked and guaranteed professionals and we look forward to delighting our customers with this enhanced offering."

Through the implementation of the Porch Retail Solution, Porch will provide Wayfair.com customers trusted, easy-to-order home services that are available to add on to select product purchases. By simply adding installation or assembly services to their shopping cart, customers will be then be connected to quality Porch professionals to complete their project.

"At Porch we are building a network of the highest quality professionals that is helping millions of homeowners get

projects done,” said Matt Ehrlichman, CEO and chairman of Porch. “We know that the excitement of owning a home can quickly give way to frustration when you want to do something like install a ceiling fan, but you don’t have the time or expertise to do it right. Up until now this has required two transactions. First, you need to find the product that is right for you. Then, you need to find a qualified person to help with assembly and installation so you can complete the project the right way. Now in one retail experience, Wayfair.com delivers on the product selection to help shoppers find the right item and we are delivering on the assembly and installation.”

All of the Porch professionals used to complete jobs booked through Wayfair are local to customers’ geographic area and backed by the Porch Guarantee.

About Porch.com

Seattle based **Porch.com** is a home services platform that helps homeowners maintain their home and get projects done by connecting them with quality home improvement professionals. Porch is available nationwide online, through the Porch App and serves as the exclusive in-store resource in over 1,720 Lowe’s stores across the U.S. For more information about Porch, visit <https://porch.com>.

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. The company employed 3,809 people as of December 31, 2015 and is headquartered in Boston, Massachusetts with operations throughout North America and Europe.

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Source: Wayfair Inc.

Wayfair Inc.

Media Relations Contact:

Susan Frechette, 617-502-7066

PR@wayfair.com

or

Investor Relations Contact:

Julia Donnelly, 617-880-8320

IR@wayfair.com