



NEWS RELEASE

## Wayfair and A+E Networks® Announce a Fully-Shoppable Lifestyle Series “The Way Home”

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Original Co-Production Combines Commerce and Storytelling to Deliver 360-Degree Shopping Experience on Lifetime®

BOSTON--(BUSINESS WIRE)-- **Wayfair** (NYSE:W), one of the world’s largest online destinations for home furnishings and décor, and A+E Networks, today announced the first-ever fully-shoppable TV series. The Way Home will seamlessly blend commerce and storytelling in an engaging new format for home enthusiasts. The series is scheduled to premiere Saturday, October 22nd at 11 a.m. ET on Lifetime. Each episode will feature home décor and DIY how-tos, room makeovers and everyday solutions for better living – with all products on display and for sale on Wayfair.com.

This Smart News Release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20161019006319/en/>

Wayfair and A+E Networks announce a fully-shoppable lifestyle series "The Way Home".

(Photo: Business Wire)

“We are excited to team up with A+E Networks to produce a new home talk show that helps serve

our customers and A&E viewers with an inspiring and entertaining experience,” said Nancy Go, vice president of brand marketing, Wayfair. “The talk show format coupled with online shopping is a great way to bring attainable and helpful home tips to viewers, so they feel empowered to bring the ideas home.”

The Way Home is hosted by interior designer Evette Rios and lifestyle expert Megan Colarossi who will share best practices for saving time and money while transforming the home. In each episode, Evette and Megan will be joined by experts in the home space, and will tackle everything from renovations and design, to construction and DIY. They will also hit the road to showcase dramatic home makeovers.

“A+E Networks is proud to collaborate with Wayfair on creating this exciting new business model,” said Amy Baker, EVP Ad Sales at A+E Networks. “Working closely with a marketer to co-create from the ground up, we were able to bring to life a truly innovative programming concept that incorporates storytelling, analytics and attribution.”

A one-stop shop for home solutions and inspiration, The Way Home shoppable sales events on Wayfair.com will go live following each episode premiere. Each sale will include products featured on the show including a handful of must-haves that are heavily discounted for a limited period. Episodes will also be available to view online. Learn more at [Wayfair.com/TheWayHome](https://www.wayfair.com/TheWayHome) and follow along on social with #TheWayHome.

Wayfair and A+E Networks will also take a unique approach to bridging the TV and online audiences. Together with cross-platform analytics, Wayfair and A+E Networks will track how specific on-air programming converts into engagement with Wayfair’s website, and for the first time, content and merchandising strategies will be shaped using viewing behavior and ecommerce insights.

## 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**, an online destination for all things home
- **Joss & Main**, where beautiful furniture and finds meet irresistible savings
- **AllModern**, a go-to online source making modern design more accessible
- **DwellStudio**, a design house with a decidedly modern vibe
- **Birch Lane**, a collection of classic furnishings and timeless home décor

Wayfair generated \$2.87 billion in net revenue for the twelve months ended June 30, 2016. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 5,300 people.

## About A+E Networks

A+E Networks®, LLC. is an award-winning, global media content company offering consumers a diverse communications environment ranging from television networks to websites, DVDs, gaming, watch apps and educational software. A+E Networks is comprised of A&E®, Lifetime®, History®, LMN®, FYI™, H2™, VICELAND™, A+E Studios™, History en Español™, Crime & Investigation Network™, Military History™, Lifetime Real Women®, A&E IndieFilms®, A+E Networks International®, A+E Networks Digital® and A+E Networks Consumer Products™. A+E Networks channels and branded programming reach more than 350 million households in over 200 territories. A+E Networks, LLC. is a joint venture of Disney-ABC Television Group and Hearst Corporation.

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Wayfair

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