



NEWS RELEASE

# Wayfair Expands Selection of Outdoor Furniture and Décor

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Offers Endless Possibilities to Create Personalized Outdoor Living & Entertaining Spaces

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced the expansion of its outdoor offering at **Wayfair.com**, with the addition of thousands of new products. From hammocks and grills to dining sets and storage sheds, Wayfair's vast outdoor selection spans dozens of categories featuring thousands of items across all styles and prices. Further expanding the options for outdoors, Wayfair also today launched its **Custom Outdoor Cushion program**, allowing shoppers to design cushions that match their style and budget and create a seating area that is truly one-of-a-kind.

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

<https://www.businesswire.com/news/home/20160411005296/en/>

Wayfair's new Custom Outdoor Cushion program offers endless style possibilities with 36 upholstery options and the ability to select size, color, fabric and cut of cushions or pillows.

(Photo: Business Wire)

"Outdoor spaces are a natural extension of the home, with consumers looking to transform their yards, decks and patios

into a place to dine, lounge and have fun with family and friends. Wayfair.com has everything shoppers could possibly need to host an outdoor gathering, from built-in kitchens and grilling accessories to outdoor lighting and furniture," noted Steve Oblak, senior vice president and general manager, Wayfair.com. "Wayfair's outdoor category has experienced triple digit growth as we expand our selection to match all styles and price points. What's more, shoppers have access to our robust assortment throughout the entire year - no matter where they live or when they decide to update their space."

Wayfair's new Custom Outdoor Cushion program offers endless style possibilities with 36 upholstery options and

the ability to select size, color, fabric and cut of cushions or pillows, which ship in just one to two weeks. The program also offers the industry's broadest selection in terms of price, from Sunbrella fabrics to competitively priced options in other durable materials. To further assist with the purchasing decision, shoppers can also utilize Wayfair's newly launched **Measuring Guide** and order free swatches in advance to ensure they are making the right choice.

Wayfair's first outdoor print catalog arrives in homes today featuring an assortment of outdoor furnishings and décor as well as the new Custom Outdoor Cushion offering.

## 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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