



NEWS RELEASE

Wayfair Expands Housewares Selection with Fast Shipping for Top Brands

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Go-To Home Retailer Increases Assortment and Enhances Offering with One-Day and Two-Day Shipping, Supports Growing Popularity of Wayfair Registry in Time for Peak Wedding Season

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 housewares offering at **Wayfair.com**, delivering an unmatched selection of kitchen and tabletop items to meet the needs, style and budget of any shopper with one-day and two-day delivery for most top brands. Spanning cookware, small electrics, storage and organization, Wayfair's housewares offering is also available to newly engaged couples through the **Wayfair Registry**, which features popular brands such as Kate Spade New York, Waterford, Breville, Wüsthof, Le Creuset and All-Clad. Wayfair's housewares selection supports the growing popularity of its registry program, with more than 50,000 registries created since its September 2016 launch all before peak wedding season.

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

<https://www.businesswire.com/news/home/20170316005327/en/>

Wayfair Expands Housewares Selection with Fast Shipping for Top Brands (Photo: Business Wire)

"We are constantly growing our product selection and enhancing the shopping experience at

Wayfair.com to make it faster, easier and more convenient than ever for anyone to create a home they love – no matter their style or budget," noted Steve Oblak, Senior Vice President and General Manager, Wayfair.com. "We're pleased to see that this offering is also resonating with our registry customers, who are just beginning to create their dream homes as we introduce newly engaged couples to all that Wayfair has to offer. We're excited to not only bring to our customers an unmatched selection of everything they could ever need for their kitchens, but also deliver on fast shipping for the brands they know and love."

The **Wayfair Kitchen** is the go-to place for every kitchen and tabletop need with thousands of products spanning dozens of categories. Shoppers can choose from **Wayfair Basics**, an exclusive collection of style-smart, quality household essentials at value prices, to high-performance cookware and appliances from well-known brands including Calphalon, Cuisinart, KitchenAid, Vitamix and Zwilling J.A. Henckels. For newly-weds, the **Wayfair Registry** delivers a seamless experience that includes expert tips, ideas and inspiration as well a dedicated team of **registry specialists** who are available to offer free advice and consultation every step of the way. In addition, the registry's Group Gifting feature unlocks Wayfair's more than 8 million products to couples, including hot tubs, fire pits, bedroom sets, sofas and mattresses, as well as top-of-the-line housewares items that will last a lifetime.

"In addition to classic kitchen staples, shoppers can find the latest, innovative kitchen gadgets and appliances at Wayfair.com - from air fryers, blenders and soda streams to a variety connected electrics," added Ryan Gilchrist, Wayfair's General Manager of Housewares. "We're also seeing a growing interest among health-conscious consumers for items such as vegetable spiralizers, juicers and dehydrators. This trend is particularly notable among Wayfair's Registry shoppers and millennials, who are looking for tools and gadgets that allow them to cook at home with ease, as well as smaller versions of classics like Vitamix blenders and KitchenAid stand mixers, which offer convenience and fit nicely in small spaces."

For consumers looking to refresh and reorganize their homes, Wayfair will host a Spring Cleaning Sale beginning March 20 at 12 p.m. ET through March 31 featuring up to 70 percent savings on top storage and organization items.

For brides-to-be, Wayfair will soon launch a Kate Spade Bachelorette Party Getaway sweepstakes offering one grand prize winner, and three bridesmaids, a getaway to Miami, Florida. The grand prize includes airfare, two-night accommodations and additional prizes all valued up to \$12,000. Brides can enter between March 30 and April 30 by creating a registry at [wayfair.com/registry/sweepstakes](https://www.wayfair.com/registry/sweepstakes) and by adding at least one Kate Spade product to their Wayfair registry.

About Wayfair

Wayfair Inc. offers an extensive selection of home furnishings and décor across all styles and price points. The Wayfair family of sites includes:

- Wayfair, an online destination for all things home
- Joss & Main, where beautiful furniture and finds meet irresistible savings
- AllModern, your home for affordable modern design
- DwellStudio, a design house with a decidedly modern vibe
- Birch Lane, a collection of classic furnishings and timeless home décor

Wayfair generated \$3.4 billion in net revenue for full year 2016. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 5,600 people.

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