



NEWS RELEASE

Wayfair Partners with Joanna Gaines and Chip Gaines, Stars of HGTV's Hit Series "Fixer Upper"

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BOSTON--(BUSINESS WIRE)-- Wayfair (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced a partnership with Joanna Gaines and Chip Gaines, the stars of HGTV's hit series "Fixer Upper" and owners of Magnolia Homes. Wayfair will feature the popular renovation duo and their design tips in an upcoming marketing campaign.

"Joanna and Chip bring inspiration to households all across America with their approachable yet dramatic home renovation projects," noted Nancy Go, vice president of brand marketing, Wayfair. "They are both well-loved for their down-to-earth sensibilities and their fresh take on home design which makes them a perfect match for the Wayfair customer. Like Wayfair, Joanna and Chip inspire and help people to create and decorate spaces that work for them. We are thrilled to partner with Joanna and Chip to further share our brand story."

"Chip and I have always believed that design should be attainable and individual," said Joanna Gaines. "We love bringing a homeowner's vision to life no matter the style or budget and Wayfair certainly embodies that same philosophy. In partnership with Wayfair, we can help our national audience discover an even wider range of options and ideas for making their homes their own."

"Fixer Upper" featuring Chip and Joanna as they balance their renovation, restoration and remodeling business with parenting four young children currently airs on HGTV on Thursdays at 8 p.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, Ogden, Utah, Hebron, Kentucky, Galway, Ireland, London, Berlin and Sydney.

Source: Wayfair

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