



NEWS RELEASE

Wayfair Introduces Special Financing Offers on Home Furnishings and Décor Purchases

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Financing Capabilities Allow Shoppers to Pay over Time with New Level of Convenience and Savings

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced the availability of flexible financing options for Wayfair Credit Card* members including an offer of no money down and special financing for 12 months on orders over \$500. Whether furnishing a new home or redecorating a current space, the Wayfair Credit Card's financing options broaden the possibilities for home, making it more convenient than ever before for customers to select just the right items for their homes.

"Known for unparalleled selection and exceptional service, Wayfair is now offering customers yet another level of convenience and access with the introduction of flexible and exciting financing options," noted Steve Oblak, senior vice president and general manager, Wayfair.com. "We know that home purchases sometimes require a great deal of planning and we want to make it easy for our customers to shop with the added flexibility and peace of mind of special financing and other great promotions."

The Wayfair Credit Card has gained strong traction with customers since its introduction last fall. In addition to special financing offers, Wayfair card members earn rewards and can take \$40 off their first purchase of \$250 or more on non-special financing purchases. Other benefits include 48-month equal pay financing on Tempur-Pedic, Sealy and Stearns & Foster mattress orders over \$2,498. Card members can take advantage of financing options across Wayfair's portfolio of retail consumer sites including **Wayfair.com**, **AllModern**, **Joss & Main**, **Birch Lane** and **DwellStudio**.

Wayfair will continue to add new special financing offers across a variety of product classes. For more information on special financing and to apply for the Wayfair Credit Card Program, visit <https://www.wayfair.com/wayfaircard>.

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.

*The Wayfair Credit Card is issued by a non-affiliated financial institution.

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