



NEWS RELEASE

Wayfair Teams Up with HGTV's "Brother vs. Brother" for the Fourth Consecutive Year

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Online Home Retailer Invites Viewers in U.S. and Canada to Access and Shop the Looks Featured in Home Improvement and Flipping Competition Series

BOSTON--(BUSINESS WIRE)-- **Wayfair Inc.** (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced a collaboration with HGTV hit series "Brother vs. Brother" for the fourth year in a row in the U.S., and for the first time in Canada to provide Wayfair.ca shoppers with similar programming. Now in its fifth season, the home improvement and house flipping show will feature Jonathan and Drew Scott going head-to-head to see who can make the biggest profit, as they renovate two waterfront homes in Galveston, Texas, a new location for one of the few competitive series on HGTV.

Wayfair's partnership with HGTV combines popular home design programming with the world's largest selection of furniture and décor, making it easy and affordable for home enthusiasts to shop the looks they see on the show on Wayfair.com or watch the show after browsing the products on site.

"HGTV is a valued partner of Wayfair and we're excited to launch another integration that brings accessible decorating solutions to everyone," said Nancy Go, vice president of brand marketing, Wayfair. "This fun and competitive series will not only inspire viewers, but it will show them how they can achieve the looks they see on TV from the comfort of their home, by shopping Wayfair."

The six-episode competition series showcases the Scott brothers renovating and reselling homes along the Gulf Coast of Texas. As part of the integration, the properties will be outfitted with furniture and coastal decor from Wayfair's vast selection of more than 8 million products. Viewers can easily shop their favorite looks from the series through daily sales events on Wayfair.com and Wayfair.ca.

Season five of “Brother vs. Brother” will premiere in the U.S. on Wednesday, May 31 at 9 p.m. ET on HGTV, and in Canada on Monday, June 5 at 9 p.m. ET. The “Brother vs. Brother” daily sales event on Wayfair.com will run through July 13 and on Wayfair.ca through July 18.

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**, unbelievable prices on everything modern
- **DwellStudio**, unexpected modern design for everyday life
- **Birch Lane**, a collection of classic furnishings and timeless home décor

Wayfair generated \$3.6 billion in net revenue for the twelve months ended March 31, 2017. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 5,700 people.

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