



NEWS RELEASE

# Wayfair Introduces Nora, the All New and Affordable Premium Bed-in-a Box Mattress

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Trusted Home Retailer Makes Shopping for the Perfect Mattress More Convenient Than Ever Before

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for the home, today announced the launch of Nora, a compact bed-in-a-box mattress sold exclusively on Wayfair. Nora promises the best quality sleep experience at the best value backed by Wayfair's commitment to customer-service excellence. With a queen size available for \$599 at launch, Nora costs less than other rolled-foam mattresses and offers 12 inches of premium comfort including four supportive and breathable layers. Wayfair customers can now quickly and conveniently purchase a premium quality mattress with the confidence of a 100-day trial, no hassle returns and 10-year warranty. Plus, Nora takes shopping for a mattress to a new level with its free, two-day delivery in the U.S.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20171002005387/en/>

Wayfair introduces Nora, the all new and affordable premium bed-in-a box mattress. (Photo: Business Wire)

"In the past, shopping for a mattress was complicated. It meant visiting a store and

testing dozens of options, while also comparing prices to see which retailer offered the best value," said Steve Oblak, senior vice president and general manager, Wayfair.com. "As a leader in e-commerce, we're focused on simplifying the way people shop for the home—whether it's for furniture, décor or a new place to sleep. With Nora, we've eliminated the guesswork and made it easier and fun to shop for a premium mattress. In two days or less, Nora arrives on doorsteps and can be easily unboxed in minutes."

Crafted exclusively for Wayfair, Nora was engineered using sophisticated sleep technology to deliver an outstanding rest. Two layers of high-density foam provide an optimal balance of support and pressure relief, while a cooling

layer of Jade-infused fabric regulates body heat better than other mattresses, providing a cooler surface for the best sleep possible.

Available to Wayfair shoppers in the U.S. and Canada, Nora comes in all standard sizes ranging from Twin XL to California King. To learn more and shop Nora, go to: [www.wayfair.com/Nora](http://www.wayfair.com/Nora).

## 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
- **Perigold**, unparalleled access to the finest home décor and furnishings

Wayfair generated \$3.9 billion in net revenue for the twelve months ended June 30, 2017. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 6,000 people.

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