



NEWS RELEASE

Wayfair Announces Way Day 2019 – Launches Biggest Sales Event of the Year on April 10th

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Retail Holiday for Home Extended to 36 Hours, Offering Best Prices of the Year on Wayfair, AllModern, Joss & Main and Birch Lane

BOSTON--(BUSINESS WIRE)-- **Wayfair** Inc. (NYSE:W), one of the world's largest online destinations for the home, today announced that Way Day 2019 will kick off on April 10 at 12 p.m. ET/9 a.m. PT. Following Way Day's successful debut last April, this year, Wayfair's popular retail holiday for home will be extended to 36 hours and to all customers in North America, the UK and Germany with steep savings across Wayfair, AllModern, Joss & Main and Birch Lane. Wayfair invites shoppers to take advantage of the lowest prices since Black Friday and free shipping for 36 hours.

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

<https://www.businesswire.com/news/home/20190403005255/en/>

Wayfair Announces Way Day 2019 (Photo: Business Wire)

"This Way Day, we are making the celebration even bigger and

better than last year with more flash deals and steeper discounts across an even broader selection of products and services – all for an extended period of time," said Steve Oblak, chief merchandising officer, Wayfair. "We know that home is top of mind for our customers in the spring as they look to refresh or renovate their homes and update their outdoor spaces in preparation for summer entertaining. Partnering with our thousands of suppliers to source the best possible deals on popular products, we have created a premier holiday sales event specifically designed for our customers."

On Way Day, shoppers will have access to massive markdowns on more than 100,000 products as well as thousands of Flash Deals launching throughout the 36-hour sales event. For the first time, Wayfair will also

introduce Wayfair On Air, a livestream of video product reviews on-site showcasing dozens of popular products available at great prices this Way Day. In addition, Wayfair will debut its new Share and Save feature offering shoppers the opportunity to unlock an additional 40 percent off at check-out on select products by sharing deals on social media.

Wayfair credit card¹ members who shop Way Day deals will earn triple rewards[†] on all purchases made with their card. Rewards can be redeemed on future orders on Wayfair retail sites. To learn more and apply for a Wayfair Card, go to: www.wayfair.com/wayfaircard.

Customers who sign up for Wayfair's loyalty program, MyWay, will have access to discounted in-home services. To learn more and sign up for MyWay, go to: <https://www.wayfair.com/myway>

To shop Way Day deals and discover millions of products across home furnishings, décor, home improvement, bedding and mattresses, housewares and more, visit www.wayfair.com/wayday and download the **Wayfair app**.

About Wayfair

Wayfair believes everyone should live in a home they love. Through technology and innovation, Wayfair makes it possible for shoppers to quickly and easily find exactly what they want from a selection of more than 14 million items across home furnishings, décor, home improvement, housewares and more. Committed to delighting its customers every step of the way, Wayfair is reinventing the way people shop for their homes – from product discovery to final delivery.

The Wayfair family of sites includes:

- Wayfair - Everything home for every budget.
- Joss & Main - Stylish designs to discover daily.
- AllModern - The best of modern, priced for real life.
- Birch Lane - Classic home. Comfortable cost.
- Perigold - The widest-ever selection of luxury home furnishings.

Wayfair generated \$6.8 billion in net revenue for full year 2018. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 12,100 people.

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