



NEWS RELEASE

Wayfair Fully Furnishes Spectacular HGTV Dream Home 2018

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Online Retailer Provides Hundreds of Furnishings and Home Accents for Pacific Northwest Property; Invites Viewers to Shop the Look

BOSTON--(BUSINESS WIRE)-- **Wayfair Inc.** (NYSE:W), one of the world's largest online destinations for the home, today announced its collaboration with HGTV to sponsor the 22nd annual HGTV® Dream Home. This year, Wayfair provided furnishings and décor throughout the approximately 3,500 square-foot property located 50 miles southwest of Seattle, in Gig Harbor, Washington. Originally built in 1974, the waterfront home offers four bedrooms, three-and-a-half baths, and sits on more than one acre of land overlooking Puget Sound. To complete the seaside home, described as "Livable Coastal Modern," interior design expert Brian Patrick Flynn selected more than 400 pieces from Wayfair, ranging from a dining table and chairs, to lighting fixtures, sofas, bedding, wall art, planters and more. Starting today, home enthusiasts can preview the furniture and décor throughout the home, and shop the look on Wayfair.

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

<https://www.businesswire.com/news/home/20171201005091/en/>

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"We're thrilled to announce another fantastic project with

HGTV that shows just how easy it can be to bring a vision to life with Wayfair's selection of millions of items for the home," said Courtney Lawrie, director of brand marketing, Wayfair. "The talented experts at HGTV combined with Wayfair's furniture, décor and home renovation items offers a dynamic solution that inspires viewers and shows them how to easily and affordably create a beautiful home that reflects their style and needs."

The exterior of this year's HGTV Dream Home features angular, asymmetrical architecture with a black finish.

Indoors, modern style abounds boasting muted coastal hues inspired by the surrounding landscape. Upon entry, the great room showcases an exposed wood-paneled ceiling, with contrasting whitewashed wood floors, creating a tranquil, airy ambiance. Consistent with the simplistic style throughout the home, the kitchen features clean lines with its cabinets and counters made from rugged, coastal and modern materials.

Viewers can shop the look at www.wayfair.com/hgtvdreamhome and follow along on social with #HGTVDreamHome. To preview the HGTV Dream Home 2018, visit: HGTV.com/HGTVDreamHome. Home enthusiasts can watch the Behind the Build Special premiering December 28 at 11 | 10 c on DIY Network. The full reveal will air on HGTV on January 1 at 8 | 7 c. The HGTV Dream Home 2018 Giveaway opens for entries on December 27, 2017 and runs through February 16, 2018. Official rules and eligibility are available here: HGTV.com/HGTVDreamHome.

No purchase necessary. Open to legal residents of the U.S., age 21 or older. Void where prohibited. Sweepstakes starts at 9 a.m. ET on 12/27/2017 and ends at 5 p.m. ET on 2/16/18. Odds of winning depend on number of entries received. For full official rules, visit www.HGTV.com or send a self-addressed stamped envelope to: "HGTV Dream Home Giveaway 2018" P.O. Box 53013, Knoxville, TN 37950. Main Sponsor: Scripps Networks, LLC d/b/a Home & Garden Television.

About Wayfair Inc.

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 8 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**, an online destination for all things home
- **Joss & Main**, where beautiful furniture and finds meet irresistible savings
- **AllModern**, unbelievable prices on everything modern
- **Birch Lane**, a collection of classic furnishings and timeless home décor
- **Perigold**, unparalleled access to the finest home décor and furnishings

Wayfair generated \$4.3 billion in net revenue for the twelve months ended September 30, 2017. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 6,800 people.

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