



NEWS RELEASE

Wayfair Launches New Advertising Campaign Featuring Joanna Gaines and Chip Gaines, Stars of HGTV's Hit Series "Fixer Upper"

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BOSTON--(BUSINESS WIRE)-- Wayfair (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today launched a new advertising campaign featuring Joanna Gaines and Chip Gaines, the stars of HGTV's hit series "Fixer Upper" and owners of Magnolia Homes. The new campaign, titled "Story of Home," features the popular renovation duo and their design philosophy. **Joanna's Design Story** and **Story of Home** will air for eight weeks on multiple networks including CBS, HGTV, Bravo, A&E, Lifetime, and Hallmark, launching in July.

"Joanna and Chip Gaines are not actors – they are real design experts and Wayfair customers. We are delighted that the Gaines can authentically share about their experience with Wayfair," noted Nancy Go, VP of brand marketing, Wayfair. "Joanna and Chip have dedicated themselves to transforming houses into homes by bringing the homeowner's individual style to life. Wayfair is a tool that everyday customers and master designers alike can use to achieve their personal vision of home."

"Fixer Upper" featuring Chip and Joanna as they balance their renovation, restoration and remodeling business with parenting four young children currently airs on HGTV on Thursdays at 8 p.m. and 9 p.m. ET/PT. New episodes of the top-rated series will premiere on Tuesday, December 1 at 9 p.m. ET/PT.

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, an online flash sales site offering inspiring home design daily
- AllModern, a go-to online source for modern design
- Birch Lane, a collection of classic furnishings and timeless home décor
- DwellStudio, a design house for fashion-forward modern furnishings

Wayfair is headquartered in Boston, Massachusetts, with additional locations in New York, Ogden, Utah, Hebron, Kentucky, Galway, Ireland, London, Berlin and Sydney.

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