



NEWS RELEASE

Wayfair Announces Program for Inaugural Heart Home Conference

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Featured Speakers to Include the Industry's Biggest Names in Home, Design and Business

BOSTON--(BUSINESS WIRE)-- **Wayfair** (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced the program and roster of speakers for Heart Home, a new conference for influencers in the home space. The inaugural event at the Boston Marriott Copley Place from October 1-3 is open to bloggers, designers and other lifestyle entrepreneurs who share a love of all things home. Programming will focus on the convergence of home design, technology and entrepreneurship and offer fresh perspectives and discoveries from those at the forefront of what's next in home décor and design.

"Wayfair is delighted to welcome such an accomplished and inspiring group of speakers to our inaugural Heart Home conference," said Jane Carpenter, head of public relations, Wayfair. "We look forward to creating energetic and engaging dialogue around the next big ideas in home. Stay tuned for a number of surprise speakers and special events to be announced in the coming weeks."

Heart Home will kick off on Thursday, October 1 with a Habitat for Humanity Build in Ipswich, Massachusetts and conference registration. The first full day of programming will take place on Friday, October 2 followed by hands-on workshops on Saturday, October 3.

Heart Home Sessions and Speakers – Friday, October 2

Opening Keynote

- Maxwell Ryan – CEO & Founder, Apartment Therapy

Shiny and New: 2016 Design Forecast

Moderator: Lauren Arkema – style director, Wayfair

- Catherine Dash – freelance editor and former market editor, Lonny Magazine
- Tod Schulman – creative director, Pantone Color Institute
- Christina Shanahan – senior editor, InStyle
- Orlando Soria – west coast creative director, Homepolish

Pitch Perfect: Stepping Into the Media Spotlight

- Jennifer Fernandez – deputy editor, Lonny Magazine
- Jane Francisco – editor in chief, Good Housekeeping
- Ellen McGauley – homes editor, Coastal Living
- Stephanie Sisco – home editor, Real Simple

How I Did It: Hitting the Social Media Jackpot

- Amy Bellgardt – founder, Mom Spark
- Jon Huang - founder, Manny & Friends
- Audrey McClelland – founder, Mom Generations
- Ashley Rose – founder, Sugar & Cloth

From Passion to Profit: How to Monetize Your Brand

Moderator: Dan Mazarini – Wayfair's 2015 Trade Tastemaker Designer of the Year, interior designer, BHDM Design

- Peyton Lambton – star of HGTV's "Going Yard"
- Abby Larson – editor and founder, Style Me Pretty
- Tracey Noonan – co-founder, Wicked Good Cupcakes
- Mandy Kellogg Rye – founder and creative director, Waiting on Martha

Get Reel: Cracking the YouTube Code

- Meg Allan Cole – creator, Meg Allan Cole Crafts, and HGTV talent
- Christiane Lemieux – founder, DwellStudio, and executive creative director, Wayfair
- Jennifer McDonnell – vice president, operations, Kin Community
- Vickey Montgomery – head of industry, retail, Google

Be Fearless: Build and Protect Your Brand

- Alexandra Ferguson – founder and CEO, Alexandra Ferguson
- Meredith Mahoney – founder and design director, Birch Lane
- Mat Sanders – creative director, MyDomaine
- Emily Wright – brand partnerships agent, music, Creative Artists Agency

To register for Heart Home and for additional information on programming and speakers, visit: <https://hearthome.wayfair.com/>.

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
- DwellStudio, a design house for fashion-forward modern furnishings
- Birch Lane, a collection of classic furnishings and timeless home décor

Wayfair is headquartered in Boston, Massachusetts, with additional locations in New York, Utah, Kentucky, Ireland, U.K. and Germany.

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