



NEWS RELEASE

Wayfair.com Launches One-Stop Flooring Shop

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Comprehensive Online Offering Helps Customers Easily Tackle Home Flooring Projects from Start to Finish

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced its **One-Stop Flooring Shop** at **Wayfair.com**, offering customers a single, go-to destination for seamlessly managing and completing home flooring projects. With an extensive selection of thousands of flooring and tile options from more than 125 top brands, shoppers can easily find the right flooring materials and manage their projects to completion all in one place. Wayfair.com's One-Stop Flooring Shop provides convenient access to a dedicated flooring concierge team and a national network of trusted, pre-screened contractors to ensure customers have the right expertise, support and services to get the job done.

From ordering free samples to securing measurements and estimates to the final installation, Wayfair.com customers can now complete a wide array of flooring projects with the convenience of one-stop shopping. Homeowners can shop the best known brands in flooring and tile including Mohawk, Armstrong, Shaw, Daltile and Beaulieu with the added benefit of free shipping on all flooring orders over \$1500.

"Through a vast selection of materials, dedicated concierge services and installation services, we make it possible for home owners to tackle just about any flooring project," said Steve Oblak, Senior Vice President and General Manager, Wayfair.com. "We know that, for many homeowners, home flooring projects can be daunting so we offer the expertise and services to make the process seamless and stress-free. Wayfair.com customers can now bring their flooring ideas to life more easily than ever before – with the added peace of mind of free samples, expert installation services and a satisfaction guarantee."

As part of Wayfair.com's One-Stop Flooring Shop, dedicated flooring specialists are available to help guide customers through any flooring project and answer questions about a wide range of flooring materials including tile, laminate, vinyl and hardwood. Customers can also seamlessly book consultations with pre-screened and

certified contractors without leaving Wayfair.com. Contractors provide free estimates and measurements at a time pre-selected by the customer and install flooring to industry standards and manufacturer guidelines with a one-year labor warranty.

“We are providing trusted expertise and guidance to our customers every step of the way,” added Oblak.

“Homeowners can now visit Wayfair.com to seamlessly manage their entire flooring project with confidence from start to finish.”

Members of the trade including designers and contractors can access Wayfair.com’s One-Stop Flooring Shop through the **Trade Services at Wayfair** program, which extends the added benefits of special pricing, exclusive collections and personalized service.

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, where beautiful furniture and finds meet irresistible savings
- 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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Source: Wayfair

Media Relations Contact:

Wayfair

Jane Carpenter, 617-502-7595

PR@wayfair.com

or

Investor Relations Contact:

Kate Gulliver, 617-880-8108

IR@wayfair.com