



NEWS RELEASE

Wayfair Partners with Kin Community to Launch Home Makeover Show Created and Hosted by Christiane Lemieux

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"Overhaul" Series Breaks New Ground in Content to Commerce for Home Furnishings and Décor

BOSTON--(BUSINESS WIRE)-- Wayfair (NYSE:W), one of the world's largest online destinations for home furnishings and décor, in partnership with Kin Community, the #1 women's lifestyle multi-platform video network, today announced the launch of a new home design series created and hosted by Wayfair's executive creative director, Christiane Lemieux. The debut episode of Overhaul showcases a dramatic home makeover for one of YouTube's most coveted creators and lifestyle personality, Rosanna Pansino, offering audiences the opportunity to seamlessly shop the featured furnishings and home décor online.

Rosanna Pansino and Christiane Lemieux talk home design for new YouTube series on Kin Community.

"The launch of Overhaul and our partnership with Kin Community takes content to commerce to an

entirely new level by making the latest in home design and furnishings more accessible than ever before," noted Christiane Lemieux, executive creative director of Wayfair and founder of DwellStudio. "Together we are bringing shoppable design ideas and inspiration directly to highly engaged audiences through a completely new format that allows viewers to directly link to and shop products featured throughout the makeover."

"This collaboration brings together the home design expertise from Wayfair with the incredible fan engagement of Rosanna and Kin Community, creating content for the DIY and style enthusiasts that abound on YouTube," said Vickey Montgomery, Head of Industry, Retail, Google.

"Kin Community truly is a community bringing together two of our top women's lifestyle creators to create original

and highly authentic content,” said Sarah Passe, VP of Business Development at Kin Community. “This innovative collaboration with Wayfair, takes advantage of Christiane and Rosanna’s strong digital expertise to engage their audiences in new experiences, while gaining expert tips from Christiane and seeing a side of Ro they been clamouring for.”

“It has been awesome working with Christiane and Wayfair,” added Pansino. “I hope my viewers will be excited see behind-the-scenes and experience all the fun we had with the home makeover. Christiane was able to transform my house into something both beautiful and functional.”

Overhaul will offer viewers a look at the latest styles and trends in home décor and unveil room makeovers and innovative design solutions for celebrities and other lifestyle influencers across a variety of genres. The program and partnership with Kin Community is the latest content to commerce initiative for home retailer Wayfair and is the first “shoppable” YouTube series dedicated exclusively to home design, furnishings and décor.

The Overhaul series will launch this Saturday, May 9, with three simultaneous video uploads. **Kin Community’s channel** will feature the first Overhaul episode. **Christiane’s channel** will feature some of the best “how-to” videos. **Rosanna’s channel** will reveal a complete house tour and Wayfair’s channel will feature the products. All audiences will be able to click directly from each video to the **"Kin Store"** on Wayfair.com to purchase the products directly.

About Kin Community

As the global leader in women's lifestyle, Kin Community empowers creators around the world to do what they love. Kin brings together the top lifestyle creators to deliver high-quality, female-focused video content across lifestyle verticals including food, health, beauty, parenting, home and entertainment. Kin reaches women in honest and inspiring ways and fosters new online video talent to produce custom content programs with major brand advertisers.

Founded in 2007 and based in Santa Monica, CA, Kin Community is backed by Corus Entertainment, Mayfield Fund, General Catalyst Partners, Rustic Canyon Partners, Atomico and Emil Capital.

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, Ogden, Utah, Hebron, Kentucky, Galway, Ireland, London, Berlin and Sydney.

About Rosanna Pansino

Award-winning online personality Rosanna Pansino is the creator and host of the Internet's most popular baking show, Nerdy Nummies. With more than 52 million monthly views, 3.9 million subscribers, and 750 million total video views, Rosanna has quickly become one of the top three most watched female influencers on YouTube.

Photos/Multimedia Gallery Available: <https://www.businesswire.com/multimedia/home/20150508005203/en/>

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