



NEWS RELEASE

Wayfair Ranks Most Spirited Football Fans Ahead of the Big Game

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Online Home Retailer Analyzes Sales Data of NFL Merchandise to Find Most Enthusiastic Team Fan Base

BOSTON--(BUSINESS WIRE)-- **Wayfair** Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced a ranking of the most spirited fans for NFL playoff teams, based on purchases¹ of NFL merchandise on Wayfair.com during the 2016-2017 season. Offering more than 7 million products for the home, including an **NFL Fan Shop** with thousands of team-themed options, Wayfair has even the most enthusiastic football fans covered with team merchandise for every room of the home.

This Smart News Release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20170119005307/en/>

Wayfair ranks the most spirited football fans ahead of the big game, based on purchases of NFL merchandise on the site, during the 2016-2017 season. (Photo: Business Wire)

While the ultimate champion will be decided on the field in Houston, the Pittsburgh Steelers

are leading the charge when it comes to team spirit, as orders of "Black and Gold" gear are 21 percent higher than sales of New England Patriots merchandise; 53 percent greater than Green Bay Packers and 517 percent more than the Atlanta Falcons.

Wayfair also discovered fan bases around the country² for each team, based on shipments of NFL merchandise. The Pittsburgh Steelers have the most widespread fan base with 83 percent of orders being sent out of their home state of Pennsylvania. The Green Bay Packers followed close behind, with 80 percent of team merchandise sold outside of Wisconsin. Nearly 75 percent of New England Patriots gear was delivered outside of Massachusetts, while 54 percent of Atlanta Falcons merchandise was purchased outside of Georgia.

“As a Boston-based company, we always root for the home team, but Wayfair data indicates that Steelers Nation might have a slight fan advantage,” said Alex Bowman, lead trend forecaster, Wayfair. “No matter which team they support, it’s clear that Wayfair shoppers are finding ways to showcase their love of the game in their homes year-round. From outdoor grill accessories to seasonal décor and furniture, NFL merchandise is a popular choice for many of our customers.”

NFL Teams with Most Spirited Fans, Based on Wayfair.com Sales of Licensed Merchandise

Team	Top 5 Counties Where Fans Purchased Most Gear	Most Popular Gear Purchased
1. Pittsburgh Steelers	<ol style="list-style-type: none"> Allegheny – PA Beaver – PA Maricopa – AZ Los Angeles – CA Escambia – FL 	<ol style="list-style-type: none"> NFL 4 Piece BBQ Grill Tool Set – Pittsburgh Steelers NFL Wall Clock – Pittsburgh Steelers NFL Football Cornhole Set – Pittsburgh Steelers NFL Single BBQ Brander – Pittsburgh Steelers NFL 2 Piece Salt and Pepper Shaker Set – Pittsburgh Steelers
2. New England Patriots	<ol style="list-style-type: none"> Middlesex – MA Essex – MA Norfolk – MA Worcester – MA Rockingham – NH 	<ol style="list-style-type: none"> NFL Bean Bag Chair – New England Patriots NFL Team Logo Complete Dart Cabinet Set – New England Patriots NFL 9 Piece Gift Bucket Set – New England Patriots NFL Football and My Dog Textual Art Plaque – New England Patriots NFL Elf Ornament – New England Patriots
3. Green Bay Packers	<ol style="list-style-type: none"> Racine – WI Waukesha – WI Dane – WI Milwaukee – WI Harris – TX 	<ol style="list-style-type: none"> NFL 4 Piece BBQ Grill Tool Set – Green Bay Packers NFL Graphic Art Plaque – Green Bay Packers NFL Bean Bag Chair – Green Bay Packers NFL Vintage Advertisement – Green Bay Packers 30 Quart NFL Rover Cooler – Green Bay Packers
4. Atlanta Falcons	<ol style="list-style-type: none"> Gwinnett – GA Cobb – GA Fulton – GA Bibb – GA Coweta – GA 	<ol style="list-style-type: none"> NFL Table Lamp – Atlanta Falcons NFL Bean Bag Chair – Atlanta Falcons NFL Graphic Art Plaque – Atlanta Falcons 16 Piece NFL Billiard Set – Atlanta Falcons NFL Video Chair – Atlanta Falcons

Gearing Up for the Big Game

Beyond team branded merchandise, Wayfair customers are well-prepared for hosting game day celebrations. Throughout the 2016-2017 NFL season, shoppers stocked up on **serveware** such as platters and chip-and-dip trays, **barware**, and extra **seating** including comfortable recliners.

The top five counties in the U.S. that have made the most purchases across these entertaining categories since the season kick-off include: 3

1. Maricopa County, AZ
2. Los Angeles County, CA
3. Miami-Dade County, FL
4. Cook County, IL
5. Harris County, TX

Methodology:

1Based on overall sales of licensed NFL merchandise on Wayfair.com during the 2016-2017 NFL season (September 8, 2016-January 15, 2017).

2County ranking based on shipping data of licensed NFL merchandise on Wayfair.com during the 2016-2017 season (September 8, 2016-January 15, 2017).

3According to Wayfair.com sales of specified classes of furniture per county during the 2016-2017 NFL season (September 8, 2016-January 15, 2017).

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**, 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 generated \$3.14 billion in net revenue for the twelve months ended September 30, 2016. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 5,600 people.

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