



NEWS RELEASE

Wayfair Names Frank Mulcahy Director of Media Solutions

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Former Apple, Microsoft Executive to Expand Media Solutions Portfolio for Wayfair Advertising Partners

BOSTON, Mass.--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced that Frank Mulcahy has joined the company as director of Media Solutions. An accomplished digital media executive with extensive experience creating campaigns for leading brands and advertising agencies, Mulcahy will lead the advertising sales and service teams for Wayfair Media Solutions while expanding the company's portfolio of advertising opportunities. From custom content, display and precision targeting to TV, social and influencer integration, Wayfair Media Solutions connects suppliers and brand advertisers to an audience of millions of highly engaged consumers in search of everything home.

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

<https://www.businesswire.com/news/home/20160505006436/en/>

Wayfair Names Frank Mulcahy Director of Media Solutions (Photo: Business Wire)

“Frank’s experience in performance, brand and third

party monetization strategies will be a significant asset as we expand our Media Solutions offerings to keep pace with the rapid growth of our business,” noted Ed Macri, chief product and marketing officer, Wayfair. “We are delighted to welcome Frank to the team and look forward to his strategic direction in building and marketing our portfolio of media solutions.”

Before joining Wayfair, Mulcahy held the role of senior director at Apple Inc. where he led New England sales and business development efforts for the iAd marketing platform, working with top agencies and brands to promote advertising campaigns within the iAd Network, Apple Music, Apple Pay and Apple News. Prior to Apple, Mulcahy was the senior regional director at Microsoft Advertising where he led the New England sales office, tripling revenues

from \$9 million annually to over \$28 million. Previously, he held various leadership roles at Yahoo!, Inc., Wired Digital-Lycos, Inc. and Internet Presentations, Inc.

“Wayfair has truly earned its position as Internet Retailer’s **‘Best Digital Marketer in E-commerce’** as it builds upon its proprietary marketing technologies to introduce consumers to a better way to shop for their homes,” added Mulcahy. “Wayfair’s digital marketing expertise combined with its approach to creative content, support a media solutions strategy that connects advertising partners with its tremendous audience in a uniquely targeted and compelling way. I look forward to working with the talented Wayfair team to continually raise the bar for digital marketing in e-commerce.”

Mulcahy is an elected chairman of the Boston Interactive Media Association’s Executive Committee and represents BIMA’s interests on the MITX Board of Directors. He holds a BA in political science and art history from the College of the Holy Cross.

For more information on Wayfair’s Media Solutions offerings visit <https://advertising.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, 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 \$2.25 billion in net revenues for full year 2015. The company employed 3,809 people as of December 31, 2015 and is headquartered in Boston, Massachusetts with operations throughout North America and Europe.

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