



NEWS RELEASE

Wayfair Teams Up with DIY Network's "Tiny Luxury" for the First Time

6/8/2017

Online Retailer to Provide Furniture and Décor for Unique, Small Space Homes in Pacific Northwest

BOSTON--(BUSINESS WIRE)-- **Wayfair Inc.** (NYSE:W), one of the world's largest online destinations for home furniture and décor, today announced the first ever collaboration with DIY Network's popular show, Tiny Luxury. The series showcases husband and wife duo, Tyson and Michelle Spiess, as they custom build luxurious, compact homes that can hit the highway, allowing their clients to live however they want, wherever they want. For the first time, Wayfair will furnish a room in four of the 250-square foot homes, with products ranging from sofas and bedroom sets, to throw pillows, rugs, and accent décor.

"At Wayfair, we're always delighted to work with innovative media partners like DIY Network to produce engaging and inspirational programming. Even a tiny space can be a home you love," said Nancy Go, vice president of brand marketing, Wayfair. "This project in particular is especially exciting, as small space living is on the rise and Wayfair's vast selection of furniture and décor helps people get creative with what can work, regardless of style."

Each episode of Tiny Luxury will feature a small home in the Pacific Northwest being built from start to finish, giving viewers the chance to see beautiful spaces completed with accessible style.

"We have an incredibly loyal and passionate audience that relies on us every day to deliver the best lifestyle content that inspires them to love where they live," said Donna Stephens, SVP Ad Sales, HGTV & DIY Network. "We are delighted to join forces with Wayfair for the fifth year in a row and expand the partnership to provide our DIY Network viewers with a seamless shopping experience that allows them to 'shop the look' of their favorite shows, bringing them a little closer to creating the home they love."

The four Wayfair-sponsored episodes will premiere on DIY Network on Thursday, June 8 at 9 p.m. ET and on HGTV on Monday, August 17 at 11 p.m. ET. Viewers can shop the look at www.wayfair.com/tinyluxury and follow along on social with #TinyLuxury.

About Wayfair

Wayfair Inc. offers an extensive selection of home furnishings and décor across all styles and price points.

The Wayfair family of sites includes:

- **Wayfair**, an online destination for all things home
- **Joss & Main**, where beautiful furniture and finds meet irresistible savings
- **AllModern**, unbelievable prices on everything modern
- **DwellStudio**, unexpected modern design for everyday life
- **Birch Lane**, a collection of classic furnishings and timeless home décor

Wayfair generated \$3.6 billion in net revenue for the twelve months ended March 31, 2017. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 5,700 people.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20170608005059/en/>

Source: Wayfair Inc.

Wayfair Inc.

Media Relations Contact:

Julie Cassetina, 617-532-6100 x6946

PR@wayfair.com

or

Investor Relations Contact:

Julia Donnelly

IR@wayfair.com