



NEWS RELEASE

Joss & Main Partners with HGTV's Flip or Flop

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360, Shoppable Integration Brings On-Trend, Affordable Outdoor Décor Solutions to Viewers

BOSTON--(BUSINESS WIRE)-- Joss & Main, a retailer of beautiful furniture and home décor at irresistible prices, today announced an integration with the HGTV® series Flip or Flop™. Four episodes of the series will combine Joss & Main's on-trend and on budget décor and furniture with hosts Christina and Tarek El Moussa's eye for design as they transform backyards and outdoor oases this summer. Viewers will be able to shop the look through daily sales on **Joss & Main** starting on August 25.

"We are excited to continue our relationship with HGTV on Flip or Flop and be able to bring viewers another integrated shopping and viewing experience," said Paul Toms, general manager, Joss & Main. "At Joss & Main, we care about helping families design homes that are both on-trend and affordable. With this 360-degree approach, inspired viewers can easily shop our sales to transform their own indoor and outdoor spaces."

In its new season, Flip or Flop will feature outdoor-themed episodes that follow Christina and Tarek as they makeover dilapidated homes and backyards into tropical vacation paradises. With over-the-top pools with waterslides, swim-up bars and serene surroundings and interiors, buyers will get the chance to own a piece of heaven on earth. On four of the new season's episodes, Joss & Main décor, accents and outdoor furniture will help transform the renovated spaces. The first episode featuring Joss & Main décor premieres August 25 at 9 p.m. ET/PT on HGTV. The Flip or Flop daily sales events on **Joss & Main** will begin on August 25 and continue through September 29.

About Joss & Main

Joss & Main (www.jossandmain.com) is where beautiful furniture and finds meet irresistible savings. For the site's millions of design-loving visitors, it's where they'll find the looks they've seen in blogs and magazines – priced up to

70% off. From seasonal staples to ever-changing discoveries, each day promises thousands of treasures to suit every design style and lifestyle. Headquartered in Boston, Massachusetts, Joss & Main is part of the Wayfair Inc. (NYSE:W) brand portfolio.

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