



NEWS RELEASE

Wayfair Partners with Mattress Firm to Offer Online Shoppers Same-Day Delivery and World-Class Customer Service on Top Mattress Brands

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BOSTON--(BUSINESS WIRE)-- **Wayfair** (NYSE:W), one of the world's largest online destinations for home furnishings and décor, announced a partnership today with Mattress Firm, Inc., the primary operating subsidiary of Mattress Firm Holding Corp (Mattress Firm) (NASDAQ: MFRM), the leading retailer of mattresses and bedding accessories in the United States, to offer shoppers quick and convenient online access to the most highly recognized mattress brands including Sealy® and Tempur-Pedic®. Wayfair.com customers will now be able to purchase the perfect mattress online from a trusted brand and retailer; enjoying same-day premium delivery in most markets, world-class customer service and a 30-day money-back guarantee.

"Mattress Firm is known for its national retail footprint and best-in-class delivery and service," noted Niraj Shah, CEO and co-founder of Wayfair. "Together, we are creating the optimal retail experience based on the best of e-commerce and the benefits of a localized shopping and delivery network. Wayfair.com shoppers can now confidently and conveniently purchase a mattress online knowing they will benefit from world-class customer service and rapid, in-home delivery."

Shoppers will have access to Wayfair.com's more than 700 customer service team members, including mattress specialists for advice and insight on making the right purchase.

"Our partnership with Wayfair is an ideal collaboration between two industry leaders – both leveraging their core strengths," said Ken Murphy, co-chief operating officer of Mattress Firm. "As Wayfair leads the online retail space for home and Mattress Firm continues to expand its vast nationwide footprint with best-in-class delivery, we are in a unique position to provide shoppers with unprecedented access to the top bedding brands along with an exceptional service experience."

About Wayfair

Wayfair Inc. (NYSE:W) 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
- Birch Lane, a collection of classic furnishings and timeless home décor
- DwellStudio, a design house for fashion-forward modern furnishings

Wayfair is headquartered in Boston, Massachusetts, with additional locations in New York, Ogden, Utah, Hebron, Kentucky, Galway, Ireland, London, Berlin and Sydney.

About Mattress Firm

With more than 2,200 company-operated and franchised stores across 40 states, Mattress Firm Holding Corp. (NASDAQ: MFRM) has the largest geographic footprint in the United States among multi-brand mattress retailers. Founded in 1986, Houston-based MFRM is the nation's leading bedding retailer with over \$2.0 billion in sales over the past 12 months. MFRM, through its family of brands, including Mattress Firm, Sleep Train and Mattress Pro, offers a broad selection of both traditional and specialty mattresses, bedding accessories and other related products from leading manufacturers, including Sealy, Tempur-Pedic, Serta, Simmons, Stearns & Foster, and Hampton & Rhodes. More information is available at www.mattressfirm.com.

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