



NEWS RELEASE

Wayfair.com Expands on Immersive Retail Experience with New Catalog Launch

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Offers yet another way for customers to explore the great indoors

BOSTON, Mass.--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced the release of its first full spectrum catalog featuring furniture and décor for every room of the house. From best-selling sofas, custom upholstery and bedroom collections to window coverings, rugs, lighting and accessories, the 92-page catalog offers customers an opportunity to browse affordable furnishings across a range of styles including traditional, coastal, rustic, and modern. While the new catalog showcases 775 unique items, just a tiny percentage of the expansive selection available on Wayfair.com, it presents yet another way to **Explore the Great Indoors** by bringing together the best of online and offline for an increasingly immersive shopping experience.

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

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Wayfair.com Catalog (Photo: Business Wire)

“Wayfair is changing the way people shop for their homes,” noted Niraj Shah, CEO, co-founder and co-chairman, Wayfair. “Part of that process is helping consumers discover all of the new possibilities enabled by our online retail experience in terms of selection, price, service and inspiration. Catalog is typically a medium used to explore a limited selection of higher end furnishings, but for Wayfair, we're featuring great sofas starting at \$299 and pillows starting at \$14.”

The Wayfair catalog is the latest customer touch point powered by quantitative and algorithm based insights. Wayfair's team of buyers and editors created the new home catalog based on proprietary analytics technology developed by Wayfair's 450 engineers and data scientists. This innovative approach is also the backbone of

Wayfair's national television advertising and content integrations and partnerships with media brands such as HGTV, Coastal Living, Real Simple, Sunset and This Old House.

"Technology enables us to serve our customers better than anyone else in the industry," added Shah. "We are using our proprietary data and insights to make the shopping experience more tangible while not limiting our customers' access to selection and great prices. Our focus on technology is expansive to new formats that deliver a positive and immersive retail experience to our customers in the home. We will continue to raise the bar on what is possible in home retail."

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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