



NEWS RELEASE

Wayfair Launches First Wedding Registry for Every Room of the Home, Offers More than 7 Million Options Across All Styles and Price Points

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BOSTON--(BUSINESS WIRE)-- **Wayfair**, (NYSE: W), one of the world's largest online destinations for home furnishings and décor, today unveiled Wayfair Registry, the first wedding registry to offer endless options for every room of the house across all styles and price points. Wayfair Registry makes it easier than ever before for newly-weds to conveniently register for everything home, all in one place, by selecting from more than seven million products including traditional registry items such as houseware and table top essentials, plus the largest online selection of furnishings and décor.

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

<https://www.businesswire.com/news/home/20160927005536/en/>

Wayfair launches first wedding registry for every room of the home, accessible on desktop, mobile app and tablet. (Photo: Business Wire)

Accessible on desktop, mobile app and tablet, Wayfair Registry offers free shipping on all orders shipped directly to the couple, the convenience of white glove delivery for large items, an extended 90-day return policy, and more. Top brands featured include kate spade new york, All-Clad, Cuisinart, Le Creuset, Lenox, and Wüsthof, and for

inspiration, newly-weds can access ready-made registries that range in style from "Glam & Posh" to "Boho Cool" and "Modern Mix".

"At Wayfair, we realize that many of today's couples already have the basics before the big day and want to use their registry to create a home together that is as unique and personal as their relationship," said Steve Oblak, senior vice president and general manager, Wayfair.com. "Knowing that most couples are always on-the-go, we carefully designed Wayfair Registry to allow them to easily shop our extensive selection of home furnishings and

décor, and manage everything on each of their lists on any device.”

Wayfair Registry serves as a hub for couples, letting them personalize their registry by uploading photos, sharing notes for their guests and tagging their favorite finds. Couples can also control where their gifts will ship to and even track who purchased which item, making sending “thank you” notes a breeze.

The registry was designed with wedding guests in mind too. Using the “Group-gifting” feature, friends and family have the option to contribute a dollar amount of their choice toward higher ticket items such as sofas, headboards and appliances. Dedicated registry specialists will also be on-hand to perfect the shopping experience, answer questions and assist with everything from gift selection and recommendations, to delivery requests.

Wayfair Registry Dream Wedding Sweepstakes

To celebrate the launch of Registry, Wayfair is offering couples a chance to win \$20,000 to put toward their big day. To enter, shoppers must sign up for Wayfair Registry and add at least \$1,000 worth of product to their registry between September 15th, 2016 and November 30th, 2016. No purchase necessary. More information about Wayfair Registry Dream Wedding Sweepstakes can be found at: www.wayfair.com/registry/sweepstakes.

Wayfair Registry is available at home or on the go. To sign up for Wayfair Registry visit: www.wayfair.com/registry.

To download the Wayfair.com app, go to: www.wayfair.com/the-wayfair-app.

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 is headquartered in Boston, Massachusetts with operations throughout North America and Europe.

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