



NEWS RELEASE

Wayfair Launches Heart Home Conference

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Invites Lifestyle Influencers to Boston for Collaboration, Education and Inspiration

Maxwell Ryan of Apartment Therapy Media to Keynote Inaugural Event

BOSTON--(BUSINESS WIRE)-- Wayfair (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced the launch of Heart Home, a conference for influencers in the home space. Bloggers, designers and other lifestyle entrepreneurs who share a love of all things home are invited to attend the inaugural two-day event at the Boston Marriott Copley Place in Boston, Massachusetts from October 1-3. The Heart Home conference will focus on the convergence of home design, technology and entrepreneurship offering fresh perspectives and discoveries from those at the forefront of what's next in home décor and design.

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

<https://www.businesswire.com/news/home/20150615005493/en/>

Maxwell Ryan of Apartment Therapy Media to Keynote at Wayfair's Heart Home Conference

(Photo: Business Wire)

“With the explosion of digital media, consumers are closer than ever to an amazing array of

ideas and inspiration from so many exciting sources,” noted Christiane Lemieux, executive creative director of Wayfair. “The home design world is an ever-changing eco-system of so many brilliant entrepreneurs and influencers. Wayfair is launching Heart Home as a nexus for innovation and discovery between brands, bloggers, designers and other influencers. The goal is to spark new ideas, foster collaboration and promote the growth of the ever-evolving community that closely connects consumers to home.”

Heart Home will feature presentations and educational sessions with some of the most respected and accomplished names in home. Maxwell Ryan, founder of ApartmentTherapy.com and its sister site TheKitchn.com,

will keynote the event that will bring together lifestyle experts and influencers for creative collaboration, education and inspiration.

"I am delighted to join Heart Home in Boston this fall," noted Ryan. "From my early days traveling around New York City as an apartment therapist to the creation of ApartmentTherapy.com and TheKitchn.com, we have been at the forefront of an incredible evolution in the home space. Driven by technology and entrepreneurship, beautiful design – and 'the good life' – is more accessible than ever. Heart Home will be a magnificent forum for sparking discussion and ideas around what is next!"

To learn more about Heart Home, please visit <https://hearthome.wayfair.com/>. Conference registration opens today and space is limited to 250 attendees.

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, an online flash sales site offering inspiring home design daily
- 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 additional locations in New York, Ogden, Utah, Hebron, Kentucky, Galway, Ireland, London, Berlin and Sydney.

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