



NEWS RELEASE

Wayfair Unveils Exclusive New Home Brands Available Only at Wayfair.com

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Original Collections of Distinctive Home Furnishings and Décor Span Popular Styles and Price Points

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today introduced six new exclusive home brands, each offering a distinctive look in home furnishings and décor and only available at Wayfair.com. From coastal casual to French country to industrial chic, Wayfair's new exclusive brands offer customers the opportunity to explore and shop cohesive, style-specific collections of original furnishings within Wayfair's extensive selection of more than 7 million items for the home. The new exclusive brands are the first of many distinct home furnishings collections that Wayfair will bring to market in the coming year to further enhance its broad selection across all styles and price points.

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

<https://www.businesswire.com/news/home/20160202005575/en/>

Wayfair introduces new exclusive brands including Three Posts, featured in this photo.

(Photo: Business Wire)

"When shopping for home furnishings and décor, we know that our customers are seeking

items that truly reflect their individual sense of style," noted Steve Oblak, Senior Vice President and General Manager, Wayfair.com. "With today's launch of six new exclusive brands, we are building on our commitment to making it easier than ever for shoppers to find exactly what they want for their homes – original looks in furniture and décor across every style and budget."

"We are building the assortment in these new brands using in-line product from our top suppliers," added Oblak. "Our supplier partners are manufacturing and carrying the necessary inventory to make sure these products are available to be delivered (as always at no charge for orders over \$49) to our customers quickly and with our

incredible level of service, backed up by the entire Wayfair customer service organization.”

Only available at Wayfair.com, Wayfair’s exclusive brands feature a wide selection of home furnishings and décor across multiple categories, including furniture for every room in the home as well as bedding, area rugs, lighting and decorative accents. Delivering on style, quality, selection and value, Wayfair’s new brands include:

- Andover Mills – With a focus on furniture that keeps up with your lifestyle, Andover Mills offers traditional design for all rooms of the home – without the top-end price tag. From stylish upholstery to wood furniture in richly-colored finishes, our collections help shoppers fill their homes with the styles they covet without challenging their budgets.
- Breakwater Bay – Breakwater Bay celebrates the easygoing style of life by the sea with beautiful, everyday essentials steeped in nautical style. Crisp, bright colors, traditional silhouettes, and lush textures characterize furniture and décor that is built to bring the breezy comfort of the coast to your home.
- Lark Manor – Celebrating the casual elegance of the French countryside, Lark Manor brings home enduring charm. Inspired by the enchanting villages of bucolic Provence, Lark Manor makes it easy and affordable to surround yourself in vintage style, inviting furniture, and casually elegant décor.
- Mercury Row - With one finger firmly on the pulse of the latest interior design trends, Mercury Row offers industrial-chic styles with a distinct on-trend twist. With Mercury Row, creating a look that brings your style to life is simple.
- Three Posts – Inspired by America’s heartland, Three Posts creates a distinguished home that never compromises on comfort. Our designs are crafted with the belief that quality, value, and style are key in providing our shoppers with furniture that becomes a part of the family, and our collections are grounded in rich, warm colors, rustic materials like leather and iron, and classic accents.
- Zipcode Design - Zipcode Design creates furniture for the shopper who is always on the move and aims to turn "here" into "home" with just a few easy clicks. No matter where you go, with Zipcode, you can be sure that style lives here.

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 additional locations in New York, Utah, Kentucky, Ireland, U.K. and Germany.

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