



NEWS RELEASE

Wayfair to Launch Way Day, a New Retail Holiday for Home

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Leading Online Retailer Invites North American Customers to Take Advantage of Lowest Prices Since Black Friday and Free Shipping Site-Wide with Inaugural Spring Sales Event

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for the home, announced today that it will offer the lowest prices of the year and free shipping on all orders with the launch of Way Day, an all-new retail event taking place on Wednesday, April 25. Beginning at midnight, Wayfair will offer Black Friday-low prices for 24 hours on thousands of popular home furnishings, décor and home improvement items at a time of year when home is top of mind for its customers.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20180418005432/en/>

Wayfair launches Way Day, a new retail holiday for home (Graphic: Business Wire)

"We are looking to put a new retail holiday on the map that

celebrates home. Spring is the season when our customers are especially focused on sprucing up and furnishing outdoor spaces in anticipation of warm weather and summer entertaining," said Steve Oblak, chief merchandising officer, Wayfair. "Many are also readying their homes for sale or moving into new ones. During Way Day, we'll offer the best door-buster prices at a time when we know our customers value it most. We have partnered with our suppliers to source the best deals on the most popular products across all categories of furniture, décor, outdoor living and home improvement just in time for spring."

Way Day will kick off at 12 a.m. on Wednesday, April 25 with the lowest prices since Black Friday on more than 70,000 products and door-buster deals launching every six hours. Whether at home or on-the-go, customers can browse Way Day deals on desktop or on mobile through the Wayfair app.

All shoppers will have access to unbeatable pricing on thousands of the most sought-after seasonal items including outdoor patio furniture such as conversation sets, umbrellas, hammocks, fire pits and grills. In addition, Way Day prices will be available across all major product categories including kitchen & dining, bedding, rugs, tabletop, and mattresses including the company's exclusive, compact bed-in-a-box mattress, Nora.

"Wayfair has always been dedicated to delivering its customers a tremendous selection of home goods and home improvement products at great value, which includes running a variety of promotional events each month. However, with the launch of Way Day, we're offering the steepest savings possible at a time of year that makes the most sense," added Oblak. "As an e-commerce retailer, we are uniquely positioned to quickly and easily source deals on products people want for their homes right now. We can meet our customers where they are with the deals they want, when they want them. Way Day is an exciting opportunity for us to offer an even better shopping experience that our customers can look forward to each year."

Wayfair credit card holders who shop Way Day deals will earn triple rewards on all purchases made with their card. Rewards can be redeemed on future orders on Wayfair retail sites. To learn more and apply for a Wayfair Card, go to: www.wayfair.com/wayfaircard.

To shop Way Day deals and discover millions of products across home furnishings, décor, home improvement, housewares and more, go to: www.wayfair.com/wayday.

About Wayfair Inc.

Wayfair believes everyone should live in a home they love. Through technology and innovation, Wayfair makes it possible for shoppers to quickly and easily find exactly what they want from a selection of more than 10 million items across home furnishings, décor, home improvement, housewares and more. Committed to delighting its customers every step of the way, Wayfair is reinventing the way people shop for their homes – from product discovery to final delivery.

The Wayfair family of sites includes:

- Wayfair, an online destination for all things home
- Joss & Main, where beautiful furniture and finds meet irresistible savings
- AllModern, unbelievable prices on everything modern
- Birch Lane, a collection of classic furnishings and timeless home décor
- Perigold, unparalleled access to the finest home décor and furnishings

Wayfair generated \$4.7 billion in net revenue for full year 2017. Headquartered in Boston, Massachusetts with

operations throughout North America and Europe, the company employs more than 7,700 people.

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