



NEWS RELEASE

Wayfair Partners with Sherwin-Williams to Offer Shoppers Color Inspiration

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Pairs paint colors with extensive selection of furniture, décor and bedding

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced a partnership with Sherwin-Williams, the nation's largest specialty retailer of paint and painting supplies, to integrate color matching and inspiration throughout the Wayfair.com shopping experience. Shoppers will be able to browse paint colors alongside more than two million products in furniture, décor and bedding.

"We are continually focused on creating innovative ways to help people shop for their homes," said Steve Oblak, senior vice president and general manager of Wayfair.com. "Our new color integration with Sherwin-Williams will assist our customers in making confident product selections while shopping our extensive selection of home furnishings and décor. Whether matching new bedding to bedroom walls or pairing accent pillows with a new sofa, customers will now be able to find color inspiration and ideas right alongside Wayfair's vast selection of products."

"Wayfair is a terrific partner for a collaboration that includes the integration of our color technology throughout the online retail experience," noted Karl Schmitt, senior vice president of marketing, research and design, Sherwin-Williams. "While making purchases of home furnishings and décor on Wayfair.com, we know that Wayfair customers are also making decisions and seeking inspiration related to painting and wall color. It makes perfect sense to integrate our color expertise into the Wayfair shopping experience. Together, we are giving consumers the tools and inspiration they need to bring their vision of home to life."

[Ask Sherwin-Williams™](#)

For nearly 150 years, Sherwin-Williams™ has been an industry leader in the development of technologically

advanced paint and coatings. As the nation's largest specialty retailer of paint and painting supplies, Sherwin-Williams is dedicated to supporting both DIYers and painting professionals with exceptional products, resources to make confident color selections and expert, personalized service that's focused on unique project needs. Recently, Sherwin-Williams was ranked "Highest in Customer Satisfaction with Paint Retailers, two years in a row" and "Highest in Customer Satisfaction Among Exterior Paints" by the J.D. Power 2014 Paint Satisfaction Study. Sherwin-Williams products can only be found at its 4,000 neighborhood stores across North America. For more information, visit sherwin-williams.com. Join Sherwin-Williams on **Facebook**, **Twitter**, **Pinterest**, Instagram and Tumblr.

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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