



NEWS RELEASE

Wayfair Named Internet Retailer of the Year in 2016 Internet Retailer Excellence Awards

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Home Furnishings Leader Recognized for Extraordinary Performance in E-Commerce

BOSTON--(BUSINESS WIRE)-- Wayfair (NYSE:W), one of the world's largest online destinations for home furnishings and décor, was named Internet Retailer of the Year by Internet Retailer®[®], the world's leading publisher of strategic e-commerce business intelligence. Wayfair received the top prize in the second annual Internet Retailer Excellence Awards in Chicago last night.

"It's a tremendous honor for Wayfair to be recognized as Internet Retailer of the Year for 2016," said Niraj Shah, CEO, co-founder and co-chairman, Wayfair. "This outstanding award is a testament to our team's unwavering commitment to building the world's best and most comprehensive retail destination for everything home spanning all categories of goods including furnishings and décor, kitchen items and home improvement. From day one, we have focused on technology and innovation to deliver on our promise of unparalleled selection and exceptional service. We look forward to continuing to delight our customers with new possibilities in e-commerce as we transform the way people shop for their homes."

The four other finalists for Internet Retailer of the Year were Amazon.com Inc., Etsy Inc., Nike Inc. and Nordstrom Inc. A panel of judges that included Internet Retailer editors and industry consultants selected the winners.

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 generated \$2.25 billion in net revenues for full year 2015 and \$747.3 million in net revenues for first quarter 2016. The company employed 4,604 people as of March 31, 2016 and is headquartered in Boston, Massachusetts with operations throughout North America and Europe.

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