



NEWS RELEASE

Wayfair.ca Launches Business and Trade Programs in Canada

1/7/2016

Offers Canadian designers and business professionals exclusive pricing, personalized service and access to an unparalleled selection of furniture and décor

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced the launch of two new specialized service programs in Canada to support trade and business professionals at **Wayfair.ca**. **Trade Services at Wayfair** offers exclusive discounts and customized support to interior designers, architects, contractors, and real estate developers, and **Wayfair Business** serves B2B customers in industries including office, hospitality and education, to name a few. Both programs offer Canadian business customers access to an unparalleled selection of 7 million furniture and décor products from more than 7,000 brands as well as preferential pricing and personalized service. Trade and business professionals can now access furniture and décor options across all styles and price points with the added benefits of a specialized B2B program.

"Whether sourcing furnishings for a residential setting or a commercial space, designers and business professionals now have one comprehensive, go-to resource for all of their furniture and décor needs," said Jessica Dowling, Head of Trade Services at Wayfair. "Our Trade Services and Business programs make it easier than ever for design and business professionals to find exclusive discounts on the right products and seamlessly manage projects with the support of a dedicated team of service professionals who understand their unique needs."

Trade Services at Wayfair

Trade Services at Wayfair provides interior designers, architects, contractors and real estate developers the right tools and resources to find trade-only discounts on the best products for their projects and clients. Members receive access to a customized virtual design showroom with a tabbed site experience for easy product

comparisons, personalized service, and several project management tools that can help support client projects, such as a quote tool, idea boards for inspiration, swatches and product tear sheets. Designers can also share their top work in a Designer Photo Gallery, an online community where they can be inspired by peers in their industry.

Wayfair Business

Wayfair Business provides seamless access to furniture collections from leading brands for office, hospitality, education and healthcare customers, to name few. With fast and free shipping on thousands of items, exclusive and volume discounts, and top-notch personalized service, business customers can shop for their commercial spaces quickly and easily.

To find out more about both programs, visit the Trade Services booth, #222 at Canada's largest design event, the Interior Design Show in Toronto on January 21-24. To enroll for one of the programs today, visit the **Trade Services** or **Wayfair Business** application pages based on your individual business needs.

About Wayfair.ca

Wayfair.ca is part of the Wayfair Inc. family of sites that offers an extensive selection of home furnishings and décor across all styles and price points. Other Wayfair sites and brands include:

- Wayfair.com, an online destination for all things home
- Joss & Main, a retailer of beautiful furniture and home décor at discount prices
- 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 the United States, Ireland, United Kingdom and Germany.

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