



NEWS RELEASE

Wayfair Launches New Ad Campaign, “Explore the Great Indoors”

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National television campaign celebrates the limitless possibilities in home décor available at Wayfair.com

BOSTON--(BUSINESS WIRE)-- Wayfair (NYSE:W), one of the world’s largest online destinations for home furnishings and décor, today launched a new national television advertising campaign that showcases the unmatched selection and endless possibilities for home available at Wayfair.com. The campaign, titled “Explore the Great Indoors,” will air nationally on broadcast and cable channels today and includes two creative spots – **You Make the Rules** and **A World of Options**.

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

<https://www.businesswire.com/news/home/20160118005119/en/>

Wayfair launches new advertising campaign. (Photo: Business Wire)

“Our new campaign celebrates the home as a blank canvas and

emboldens people to express their unique personal style and creative vision,” noted Nancy Go, VP of Brand Marketing, Wayfair. “The possibilities in home furnishings and décor are endless at Wayfair.com. If you can imagine it, Wayfair.com can help you create it.”

As Wayfair continues to deepen its capabilities in advertising and media, the “Explore the Great Indoors” campaign is the latest creative from the Waygency, Wayfair’s in-house advertising agency. As agency of record, Waygency handles all global creative and U.S. broadcast media buying for Wayfair’s five retail brands. The new spots will start airing today on national cable networks including HGTV, TLC, A&E, Bravo and TBS. In addition, the campaign will air on major network programs, including CBS programs Blue Bloods, 48 Hours, 60 Minutes and Amazing Race as well as ABC’s Good Morning America Weekend.

Wayfair invites consumers to follow #ExploreTheGreatIndoors on social media to see what can happen when style rules are thrown out the window. If you dare to share how you explore, Wayfair will repost the most inspirational looks with credit when **@Wayfair** and #ExploreTheGreatIndoors are tagged.

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.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20160118005119/en/>

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