



NEWS RELEASE

Wayfair Launches MyWay, New Membership Program Offers Exclusive Perks and Additional Savings on Everything Home

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BOSTON--(BUSINESS WIRE)-- **Wayfair** Inc. (NYSE:W), one of the world's largest online destinations for the home, today announced the launch of MyWay, a new membership program that makes shopping for home easier and more affordable than ever. With an annual fee of \$29.99, MyWay members receive benefits across the entire shopping experience including access to insider sales, discounts on installation and assembly services, and free shipping and next-day delivery. MyWay is available to Wayfair customers in the U.S. and its benefits can be applied when shopping Joss & Main, AllModern and Birch Lane. MyWay is also available at Wayfair.ca with benefits specifically tailored to Canadian customers.

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

<https://www.businesswire.com/news/home/20181015005138/en/>

Wayfair Launches MyWay, New Membership Program Offers Exclusive Perks and Additional Savings on Everything Home (Photo: Business Wire).

“At Wayfair, we believe creating a home you love should be easy, fun and affordable. We are

always looking for new ways to enhance the shopping experience and bring even more value to our customers,” said Ed Macri, chief product and marketing officer, Wayfair. “With the introduction of MyWay, we are inviting customers to enjoy an elevated level of service and value while offering yet another reason to make Wayfair their go-to destination for everything home. MyWay members can take advantage of free, one-day delivery upgrades, free shipping, special discounts on Wayfair’s trusted installation and assembly services, and personalized sales and promotions.”

For an annual fee of \$29.99, MyWay member benefits include:

- Free Shipping – From a sofa to a spatula, MyWay members can purchase whatever they need, whenever they need it, and receive free shipping with no order minimums on millions of items.
- 25% off In-Home Services – MyWay members save on assembly, installation, and upgraded delivery options including “Room of Choice” and “Full Service Delivery.”
- Exclusive Perks and Promotions – Wayfair will offer access to insider sales and promotions, unique items hand-picked to match members’ individual style, and more.
- Free One-Day Shipping – MyWay members have access to free, next-day shipping on thousands of items, a saving of \$9.99 per order.

Wayfair customers can learn more and become a MyWay member at [wayfair.com/myway](https://www.wayfair.com/myway).

About Wayfair

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 - Everything home for every budget
- Joss & Main - Affordable discoveries for gorgeous living
- AllModern - Unbelievable prices on everything modern
- Birch Lane - Home of classic designs and fresh finds
- Perigold - The widest-ever selection of premium home

Wayfair generated \$5.7 billion in net revenue for the twelve months ended June 30, 2018. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 9,700 people.

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