



NEWS RELEASE

Wayfair Expands Housewares Selection, Offers Customers Thousands of Options to Create the Perfect Kitchen

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Go-to Home Retailer Introduces New Specialty Shops and an Exclusive Household Basics Brand to Make it Easier than Ever for Customers to Find Just the Right Item at the Right Price

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced the expansion of its housewares offering at **Wayfair.com**, providing shoppers an even broader selection of best-selling kitchen and tabletop items from hundreds of top brands. In addition to featuring thousands of products across cookware, cutlery, tabletop, small electrics, storage and organization, Wayfair is also introducing two new specialty shops and an exclusive collection of style-smart household essentials to help shoppers find just the right items for their homes.

"As the go-to destination for everything home, Wayfair is rapidly building its expansive product selection and inspirational experience in the housewares space," noted Steve Oblak, Senior Vice President and General Manager, Wayfair.com. "We know that the kitchen is the heart of the home and the center of activity in most households. Consumers are constantly replenishing, updating and upgrading houseware essentials while also splurging on fun additions from ice cream makers and fondue sets to high-powered blenders. We have all those areas covered for our customers plus great new ideas and tips for finding the right products across all styles and budgets."

The **Wayfair Kitchen** category provides a vast selection of must-have household items. From roasting pans to drawer organizers, shoppers can easily find everything they need in one place at budget-friendly prices. In addition, Wayfair's new housewares specialty shops feature tailored product selections along with ideas and inspiration to make it easier than ever for shoppers to discover new items for the kitchen.

For cooking enthusiasts, **The Gourmet Shop** showcases cookware, cutlery and small appliances from well-known brands including All-Clad, Calphalon, Cuisinart, KitchenAid, Le Creuset, Vitamix, Wüsthof and Zwilling J.A. Henckels. Wayfair shoppers can browse recipes, product recommendations and other tips and advice for outfitting a well-equipped kitchen. And, for well-caffeinated customers, **The Coffee Shop** offers a selection of more than 600 different coffee makers and espresso machines along with articles and advice on trending topics such as How to Brew Craft Coffee.

In addition to the new housewares specialty shops that provide another way to explore Wayfair's vast product selection, customers also have access to **Wayfair Basics**, an exclusive collection of style-smart household essentials that offers quality at value prices. Only available at Wayfair.com, Wayfair Basics includes products that are ideal for setting up a new home or simply refreshing and replacing tried and true household items. The new collection offers practical, solution-oriented product choices across multiple categories including bed & bath, kitchen linens, storage, cookware, cutlery, drinkware and flatware.

For shoppers looking to spruce up for spring, Wayfair will host a variety of promotions featuring up to 70 percent savings on many items. Wayfair's Easter event launches today featuring tabletop designs and giftable housewares. A Mother's Day event launching April 20 will showcase curated products and gift guides with items for the wine lover, the chef and for Mother's Day brunch. In addition, Wayfair will host a Semi-Annual Cookware Sale beginning May 13 featuring top deals on all cookware, cutlery and small appliances for 10 days only.

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. The company employed 3,809 people as of December 31, 2015 and is headquartered in Boston, Massachusetts with operations throughout North America and Europe.

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