



NEWS RELEASE

Wayfair Launches National Television Commercial Featuring Employees

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Brings Back Original Wayfair Jingle, Spotlights Hidden Talents of its World-Class E-commerce Team

BOSTON--(BUSINESS WIRE)-- Wayfair (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today unveiled its newest **television ad**, which was entirely written, produced and performed by the company's employees and brings back the iconic jingle featured in Wayfair's first commercials. Wayfair opened a casting call to its employees and accepted video auditions for a chance to be featured in the new national television commercial. The spot, titled "Wayfair Musical: The Remix," will begin airing today on a number of networks including HGTV, CBS, Lifetime, Hallmark and FYI Network.

"It's no secret that we have a talented team here at Wayfair," said Nancy Go, vice president of brand, Wayfair. "We have the best and brightest engineers, data scientists, marketers, analysts and merchandisers on our team. However, we have also discovered we have more than our share of talented dancers and performers. We are excited to celebrate the people behind the brand in this fun and engaging new spot and hope it offers our customers a behind-the-scenes look at what it's like to be a part of the Wayfair team."

In "Wayfair Musical: The Remix," 22 employees lead viewers through a beautiful home showcasing unique furniture and décor while singing and dancing to the original Wayfair jingle, all in a single take. The spot features employees from a variety of functions and roles across the organization including cameos from company co-founder Steve Conine and vice president of sales and service, Liz Graham.

"When we first launched the Wayfair jingle in March 2014, we never expected it to take off the way it did, but we immediately received hundreds of emails and tweets from customers and employees, many of whom shared videos of their children dancing to the song," continued Go. "With this new ad, we knew we wanted to bring back the music, and we also wanted to capture the energy we all feel at the company. The commercial goes to the core

of our spirit here at Wayfair: our employees.”

In conjunction with the new ad campaign, Wayfair will also launch a social media contest on June 20 inviting Wayfair enthusiasts to sing along to the Wayfair theme song and create and share their own videos. Wayfair will select top videos to be featured in the next Wayfair YouTube ad. In addition, ten top contest entries will win a \$50 Wayfair gift card. To enter, customers are invited to share their videos on Facebook, Twitter or Instagram using @Wayfair and #WayfairMusical starting June 20.

For a peek behind-the-scenes of the making of “Wayfair Musical: The Remix” visit **Wayfair’s YouTube channel**.

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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