



NEWS RELEASE

Wayfair Unveils Real-Time Furniture Delivery Tracking

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Home Retailer Makes Furniture Delivery More Convenient Than Ever with Up-to-the-Minute Updates via Live, Visual Tracking Feature

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for the home, today announced the launch of Day of Delivery Tracking, a live tracking feature for furniture items that pinpoints Wayfair delivery driver locations in real time through an interactive GPS map. Providing a best-in-class furniture delivery tracking experience, this new feature is currently available in 10 markets, including New York City, San Francisco, Boston, Chicago, Dallas and Atlanta, making the delivery of furniture items more convenient than ever before.

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

<https://www.businesswire.com/news/home/20170926006001/en/>

"At Wayfair, we believe the process of finding just the right furniture and décor, and getting it into your home, should be as fast and easy as possible – and that customers shouldn't have to spend an entire day, hours, or even minutes, not knowing when their sofa, bed or dining table will arrive at their home," noted James Savarese, Chief Operating Officer, Wayfair. "With Day of Delivery Tracking, we've added a new level of transparency into exactly where items are and when they will arrive, so that our customers are free to relax, complete tasks, or run errands without the anxiety of missing their scheduled delivery."

On the morning of delivery, customers in available markets receive an email and text message linking them to a GPS map that shows the location of their Wayfair driver with an arrival countdown indicating when their driver is nearby. If customers have any further inquiries about their delivery, they can simply tap a "click-to-call" smart link to be automatically routed to either their local Wayfair Delivery Center or Customer Service depending on their delivery status.

“Day of Delivery Tracking is one of the many ways in which we are transforming the experience of shopping for home, not only through our unmatched selection, technological innovation and exceptional service, but additionally through our sophisticated proprietary logistics network, which is uniquely designed and optimized for furniture items,” continued Savarese. “We’re transforming what was once a time-consuming, frustrating process into the best and most convenient furniture delivery experience of any retailer.”

Day of Delivery Tracking is currently available in 10 major markets and will continue to launch in new markets throughout the year, including Denver, Detroit, Miami, Orlando, Cleveland and Richmond. For a **demo** and screen shots, visit <https://bit.ly/DayofDeliveryTracking>

About Wayfair

Wayfair Inc. offers an extensive selection of home furnishings and décor across all styles and price points.

The Wayfair family of sites includes:

- Wayfair, an online destination for all things home
- Joss & Main, where beautiful furniture and finds meet irresistible savings
- AllModern, unbelievable prices on everything modern
- DwellStudio, unexpected modern design for everyday life
- Birch Lane, a collection of classic furnishings and timeless home décor
- Perigold, unparalleled access to the finest home décor and furnishings

Wayfair generated \$3.9 billion in net revenue for the twelve months ended June 30, 2017. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 6,000 people.

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