



NEWS RELEASE

Wayfair Partners with HGTV on Brother vs. Brother Integration

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Invites Viewers to Shop Featured Home Furnishings and Décor on Wayfair.com

BOSTON--(BUSINESS WIRE)-- Wayfair (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced the launch of a program integration on the hit HGTV® home improvement and house flipping series Brother vs. Brother™. The integration is part of a broader partnership that brings HGTV's popular home design programming together with the world's largest selection of home goods to make real life decorating solutions more accessible to everyone. Through program integration and coordinated daily sales events on Wayfair.com, consumers can easily shop the looks they discover on their favorite renovation show.

"On the heels of our successful integrations with HGTV programs Ellen's Design Challenge and Beach Flip™, we are delighted to enter into our third year of integration with Brother vs. Brother," said Nancy Go, vice president of brand marketing, Wayfair. "We see that consumers are responding well to this type of experience, where they can watch the brothers in action and take the show's ideas and inspiration right to their own homes. This integrated viewing and shopping experience makes great design accessible."

The six-episode competition series features fun-filled sibling rivalry as two brothers renovate and resell homes in Las Vegas, Nevada. As part of the Wayfair integration, the homes will be decorated and furnished with products from Wayfair.com. Viewers will be able to shop their favorite looks from the show through daily sales events featured on Wayfair.com. Season four of Brother vs. Brother premieres this evening at 9 p.m. ET on HGTV. The Brother vs. Brother daily sales events on Wayfair.com will run through July 13, one week after the season finale.

[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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