



NEWS RELEASE

Birch Lane Offers Free Shipping on Orders over \$49

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Delivers High-Quality, Traditional Home Furnishings to Shoppers at Exceptional Value

BOSTON--(BUSINESS WIRE)-- Birch Lane, a retailer of classic furnishings and timeless home décor, today announced free shipping on all orders over \$49. While shoppers have come to expect free shipping in categories such as books, clothing, footwear and electronics, shipping costs for furniture and home décor have remained high across most online and catalog retailers. In fact, the average shipping cost for a \$1200 sofa from a national catalog retailer is approximately \$230. Shoppers can now save hundreds of dollars on furniture orders by shopping Birch Lane's selection of competitively priced traditional home furnishings and décor.

"Customers expect free shipping from the major ecommerce players yet most lifestyle retailers in the home furnishings sector continue to tack on substantial shipping charges per every order," noted Meredith Mahoney, general manager of Birch Lane. "As a Wayfair brand, we have access to one of the most sophisticated shipping and logistics networks in retail which allows us to extend great savings to Birch Lane customers. We are offering customers great quality and value on timeless home furnishings without the exorbitant shipping costs. This includes beds, sofas, armoires, bookcases and dressers – all items no matter how big or bulky. Smaller orders under \$49 will continue to ship for the low price of \$4.99."

Birch Lane's new shipping policy goes into effect today.

About Birch Lane

Birch Lane offers a fresh perspective on traditional furnishings and décor to provide shoppers with a new source for inspiration and attainable classic design. Shoppers are invited to explore the home brand at

www.birchlane.com

or through a print catalog delivered straight to their homes. Birch Lane is a Wayfair Inc. brand.

About Wayfair

Wayfair Inc. (NYSE:W) offers an extensive selection of home furnishings and décor across all styles and price points. In addition to Birch Lane, the Wayfair family of brands includes:

- Wayfair.com, an online destination for all things home
- Joss & Main, an online flash sales site offering inspiring home design daily
- AllModern, a go-to online source for modern design
- DwellStudio, a design house for fashion-forward modern furnishings

Wayfair is headquartered in Boston, Massachusetts, with additional locations in New York, Ogden, Utah, Hebron, Kentucky, Galway, Ireland, London, Berlin and Sydney.

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