



Bed Bath & Beyond® And buybuy Baby® Launch Same Day Delivery Ahead Of The 2020 Holiday Season

September 29, 2020

UNION, N.J., Sept. 29, 2020 /PRNewswire/ -- Bed Bath & Beyond Inc. (Nasdaq: BBBY) today launched Same Day Delivery at Bed Bath & Beyond and buybuy BABY, expanding the array of omnichannel shopping services available to its customers ahead of the 2020 holiday season. Same Day Delivery follows the successful introduction earlier this year of Buy-Online-Pickup-In-Store (BOPIS) and contactless Curbside Pickup, and will enable customers to shop their favorite products online and have them delivered to their doorstep within hours of purchase.



The Same Day Delivery service is available at a flat rate fee of \$4.99 for orders over \$39, providing an easy, convenient and affordable option. Customers in eligible zip codes can shop online for products that are available for same day delivery at bedbathandbeyond.com and buybuybaby.com, and select the option for Same Day Delivery at checkout. Once the order is placed, a personal shopper from the Company's Same Day Delivery partner Shipt will pick up the item at the local store and deliver to the customer's home. Delivery cut-off times will vary based on location and zip code. Orders placed directly on bedbathandbeyond.com and buybuybaby.com will be eligible for Beyond+ members to use their membership discount and customers will be able to apply any valid coupons.

Chief Digital Officer Rafeh Masood said, "At a time when our homes have become the center of our lives, our omni-always shopping experience is designed to make it as easy as possible to feel at home. We've been delighted with the strong customer response to the introduction of BOPIS and Curbside Pickup this year, and the addition of Same Day Delivery provides another simple and cost-effective way to shop with certainty from the comfort of your own home this holiday season. So, whether you need a last-minute gift, are missing that all-purpose pan for Thanksgiving dinner, or need diapers or other home essentials right away, we will be there to help make this holiday season special."

The Company is also announcing a new strategic partnership with Shipt and Instacart. Same Day Delivery service will also be conveniently available on the Shipt and Instacart websites and mobile apps, for customers shopping for their homes, baby or holiday essentials. As two of the leading delivery services and marketplaces today, both Instacart and Shipt each reach over 80% of American households. Existing Shipt customers will still receive free delivery on all orders over \$35 when shopping directly through Shipt platforms.

Masood continued, "We are excited to launch a new strategic partnership with Shipt and Instacart on Same Day Delivery, bringing our unique, customer-inspired Home, Baby and Holiday range to their marketplaces to help us reach millions more people this holiday season."

About Bed Bath & Beyond Inc.

Bed Bath & Beyond Inc. and subsidiaries (the "Company") is an omnichannel retailer that makes it easy for our customers to feel at home. The Company sells a wide assortment of domestic merchandise and home furnishings. The Company also provides a variety of textile products, amenities and other goods to institutional customers in the hospitality, cruise line, healthcare and other industries. Additionally, the Company is a partner in a joint venture which operates retail stores in Mexico under the name Bed Bath & Beyond.

Forward-Looking Statements

This press release contains forward-looking statements, including, but not limited to, the Company's progress and anticipated progress towards its long-term objectives, its plans with respect to Same Day Delivery and the success of its relationship with Shipt and Instacart. Many of these forward-looking statements can be identified by use of words such as may, will, expect, anticipate, approximate, estimate, assume, continue, model, project, plan, goal, and similar words and phrases, although the absence of those words does not necessarily mean that statements are not forward-looking. The Company's actual results and future financial condition may differ materially from those expressed in any such forward-looking statements as a result of many factors. Such factors include, without limitation: general economic conditions including the housing market, a challenging overall macroeconomic environment and related changes in the retailing environment; risks associated with the novel coronavirus (COVID-19) and the governmental responses to it, including its impacts across the Company's businesses on demand and operations, as well as on the operations of the Company's suppliers and other business partners, and the effectiveness of the Company's actions taken in response to these risks; consumer preferences, spending habits and adoption of new technologies; demographics and other macroeconomic factors that may impact the level of spending for the types of merchandise sold by the Company; civil disturbances and terrorist acts; unusual weather patterns and natural disasters; competition from existing and potential competitors across all channels; pricing pressures; liquidity; the ability to achieve anticipated cost savings, and to not exceed anticipated costs, associated with organizational changes and investments, including the Company's strategic restructuring program; the ability to attract and retain qualified employees in all areas of the organization; the cost of labor, merchandise and other costs and expenses; potential supply chain disruption due to trade restrictions, and other factors such as natural disasters, such as pandemics, including the COVID-19 pandemic, political instability, labor disturbances, product recalls, financial or operational instability of suppliers or carriers, and other items; the ability to find suitable locations at acceptable occupancy costs and other terms to support the Company's plans for new stores; the ability to establish and profitably maintain the appropriate mix of digital and physical presence in the markets it serves; the ability to assess and implement technologies in support of the Company's development of its omnichannel capabilities; the ability to effectively and timely adjust the Company's plans in the face of the

rapidly changing retail and economic environment, including in response to the COVID-19 pandemic; uncertainty in financial markets; volatility in the price of the Company's common stock and its effect, and the effect of other factors, including the COVID-19 pandemic, on the Company's capital allocation strategy; risks associated with the ability to achieve a successful outcome for its business concepts and to otherwise achieve its business strategies; the impact of intangible asset and other impairments; disruptions to the Company's information technology systems including but not limited to security breaches of systems protecting consumer and employee information or other types of cybercrimes or cybersecurity attacks; reputational risk arising from challenges to the Company's or a third party product or service supplier's compliance with various laws, regulations or standards, including those related to labor, health, safety, privacy or the environment; reputational risk arising from third-party merchandise or service vendor performance in direct home delivery or assembly of product for customers; changes to statutory, regulatory and legal requirements, including without limitation proposed changes affecting international trade; changes to, or new, tax laws or interpretation of existing tax laws; new, or developments in existing, litigation, claims or assessments; changes to, or new, accounting standards; and foreign currency exchange rate fluctuations. Except as required by law, the Company does not undertake any obligation to update its forward-looking statements.



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