



AcousticSheep Honored with the Consumer Technology Association's 2015 Innovation Entrepreneur Award for Small Business of the Year

Erie, PA, November 11, 2015 - The Consumer Technology Association (CTA)[™], formerly the Consumer Electronics Association[®], announced the winners of its fourth annual Innovation Entrepreneur Awards. AcousticSheep was honored with the award for Small Business of the Year.

These prestigious awards were launched in 2012 by CTA's flagship magazine, It Is Innovation (i3) and the CTA Small Business Council. The awards recognize entrepreneurs and businesses with revenues under \$30 million for the contributions they make to the U.S. economy. Each year, a panel of judges recognize one executive, a small business and a startup company.

At this year's CEA's Innovate! conference in New York City, the IEA honorees were selected by a distinguished panel of media and industry professionals, then announced during a keynote luncheon on Tuesday November 10th.

AcousticSheep won the very prestigious Small Business of the Year award. As a family physician, AcousticSheep CEO Dr. Wei-shin Lai, struggled to fall back asleep after late night patient phone calls. She tried listening to relaxing music in bed, but there were no headphones or earbuds comfortable enough for sleeping. With no product on the market that fit her needs, she worked with her husband, Jason Wolfe, to create a unique solution, SleepPhones. The company strives to create a world of happy, healthy, well-rested people with their 'sleep category' of headphones. The company also has an app with soothing sounds and the next app in development senses when you're restless and works harder to help you sleep.

A distinguished panel of media and industry judges selected the Innovation Entrepreneur Awards honorees:

Jim Barry - CTA's Digital Answer Man
Gregory Borchardt - Caerus Ventures
Trace Cohen - LaunchIt
Frank Gruber - Tech.co
Ximena Hartsock - Phone2Action
Robert Heiblim - BlueSalve
Lawrence Richenstein - Peak Ventures
Paul M. Sabbah - Stamford International
Eric C. Schwartz - NAPCO Media
Gary Yacoubian - SVS | Specialty Technologies

To learn more about the Innovation Entrepreneur Awards, visit CTA.tech/IEA for videos of the

winners and information on the 2016 nomination process. Find complete profiles of the IEA winners in the January CES issue of It Is Innovation (i3) magazine.

About Consumer Technology Association:

The Consumer Technology Association (CTA)™, formerly the Consumer Electronics Association (CEA)®, is the trade association representing the \$285 billion U.S. consumer technology industry. More than 2,200 companies - 80 percent are small businesses and startups; others are among the world's best known brands - enjoy the benefits of CTA membership including policy advocacy, market research, technical education, industry promotion, standards development and the fostering of business and strategic relationships. CTA also owns and produces CES® - the world's gathering place for all who thrive on the business of consumer technology. Profits from CES are reinvested into CTA's industry services.

Information specific to how well the audio improved your quality of sleep throughout the night is uploaded to our secure central server-and sounds can be adjusted accordingly, night after night!

About AcousticSheep LLC:

AcousticSheep LLC, an Erie, Pennsylvania-based company, strives to create a world of happy, healthy and well-rest people with its comfortable headphones, allowing for easy sleep and enjoyable exercise. Formed in 2007 by a family doctor and her husband, AcousticSheep products are designed with comfort, quality, and the environment in mind. The company strives to use local resources, leverage technology and be socially and environmentally responsible as it manufactures its patented designs.

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