



**For: ACOUSTICSHEEP LLC**

**FOR IMMEDIATE RELEASE:**

**GOVERNOR TOM CORBETT TAPS WEI-SHIN LAI, MD CEO OF  
ACOUSTICSHEEP LLC, FOR THE EXPORT IMPACT AWARD**

-Dr. Lai's AcousticSheep LLC honored for significantly increasing its  
export sales and number of new foreign markets -

Erie, PA – May 30<sup>th</sup>, 2014 – Dr. Wei-Shin Lai, CEO of AcousticSheep LLC just received the Export Impact Award of the Governor's 2014 ImPACT Awards, for the Central Prep Region, where Governor Tom Corbett, recognized local companies and entrepreneurs who are investing in Pennsylvania and creating jobs.

The Export Impact award is “given to a company that has significantly increased its export sales and the number of new foreign markets it sells to since 2011”.

Dr. Wei-Shin Lai, who also received the Governor's 2013 Entrepreneur ImPACT Award at last year's ceremony and who recently celebrated the Grand Opening of their new warehouse and office location here in Erie, started her company AcousticSheep LLC out of her kitchen in Bellfonte, PA in 2007. AcousticSheep LLC has since grown to a company of 18 employees and sells domestically and internationally to over 50 countries and has doubled its sales each year since it has been in business.

Dr. Lai is the inventor of SleepPhones®, “pajamas for your ears”, a soft cozy patented headband with ultra-thin, built-in speakers that enable the user to fall asleep easily and comfortably while listening to whatever sounds soothe them.

One night, after a 3 a.m. phone call from the emergency room, Dr. Wei-Shin Lai had so much trouble falling back to sleep that she decided she had to do something.

Her husband, CTO Jason Wolfe, suggested she listen to relaxing music, which was a nice idea – but there were no headphones on the market comfortable enough to sleep in. They put their skills to work and designed the first SleepPhones®, a comfortable, innovative headphone solution designed to help people fall asleep. Dr. Lai would come home after work to sew headbands while her husband soldered the speakers on the kitchen table. By 2007, they created a website and sold the first 500 sets of SleepPhones® headphones.

“We receive so many testimonials explaining how SleepPhones help our customer's quality of life, saving marriages and even helping some come off sleeping pills after years,” said Dr. Lai. “With the influx of extremely positive feedback, we know we are doing something right.”



AcousticSheep LLC expanded their product line to include RunPhones® headphones in 2008 by popular demand from SleepPhones® customers who wanted a lightweight version for working out.

Dr. Wei-Shin Lai and AcousticSheep LLC were also honored as the winner of CES Innovations Design and Engineering Awards for SleepPhones®Wireless Headphones in 2013, for RunPhones® Wireless Headphones in 2014 and for RunPhones® Intensity -Wearable Technologies in 2014 as well.

For more information please go to

[www.sleepphones.com](http://www.sleepphones.com)

[www.runphones.com](http://www.runphones.com)

[www.acousticsheep.com](http://www.acousticsheep.com)

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EDITOR'S NOTE: To arrange to speak with Dr. Wei-Shin Lai, or for more information, please contact: Karen Kaiser, Marketing Manager at (877)838-4790 or via email at [karen@acousticsheep.com](mailto:karen@acousticsheep.com)