



## **AcousticSheep LLC Fast Facts**

### **Company Background**

Family Doctor Wei-Shin Lai, MD struggled to get back to sleep after late night patient phone calls. Dr. Lai's husband Jason Wolfe suggested that she listen to relaxing music to help. But hard ear buds and bulky headphones were uncomfortable in bed. She and her husband tinkered with different designs, and discovered the concept of headphones in a headband. They worked so well for Dr. Lai that she patented the invention and began to sell SleepPhones®.

Dr. Lai (now Chief Executive Officer) and her husband (now Chief Technology Officer) founded AcousticSheep LLC in 2007. SleepPhones® are unique, soft, comfortable headphones designed for use in bed to help with insomnia and second-hand snoring.

In 2010, Dr. Lai developed RunPhones® by popular customer request. RunPhones® are headphones designed for activities. They wick away moisture and don't fall out like ear buds. Both SleepPhones® and RunPhones® contain removable thin padded speakers within a stretchy headband.

Customers love AcousticSheep products, which have 4 out of 5 stars on Amazon from thousands of reviews. Hundreds of thousands of headphones have been sold through SleepPhones.com, RunPhones.com, Amazon, Hudson News, The Cleveland Clinic, Restoration Hardware, Hammacher Schlemmer, and a variety of other retailers. SleepPhones® have been sold to over 50 countries on all 7 continents.

Dr. Oz loves SleepPhones® and has had them on his show three years in a row. Other press hits include CNN, BBC, Time, Travel and Leisure, Prevention, The Doctors, The TODAY Show, and many others worldwide.

AcousticSheep LLC respects environmental and social responsibility. As committed members of the Erie, PA business community, we believe our products must reflect the values of our region – simple, well-made, honest and fair. What's more, AcousticSheep LLC works in concert with many Pennsylvania businesses to improve the local economy and goodwill of the community by taking an active role and interest in local affairs. AcousticSheep believes in doing good in the world by producing helpful, quality products that customers love.



## Executive Officers

Wei-Shin Lai, MD (Board Certified in Family Medicine) – Chief Executive Officer  
Jason Wolfe – Chief Technology Officer

## Business

Small Business, Women-owned, Minority-owned  
Manufacturer (SIC code 3679)  
Direct-to consumer online retailer (SIC code 5961)

## Awards

2015 Consumer Electronics Show (CES) 2015 Innovations Award Honoree  
Headphones Category for SleepPhones® Effortless  
2014 PA Governor's Impact Award for Exports  
2014 Consumer Electronics Show (CES) 2014 Innovations Award Honoree  
Headphones Category for RunPhones® Wireless  
2014 Consumer Electronics Show (CES) 2014 Innovations Award Honoree  
Wearable Technology Category for RunPhones® Intensity  
2013 Recognized by PA Business Central for Women Making a Difference  
2013 PA Governor's Impact Award for Entrepreneurship  
2013 Consumer Electronics Show (CES) 2013 Innovations Award Honoree  
Headphones Category for SleepPhones® Wireless  
2012 Small Business Development Center (SBDC) 15th Anniversary Invited Speaker  
2012 OfficeMax Video Contest August 2012 Winner

## Products

- SleepPhones®
  - SleepPhones® Classic (available since 2007) \$39.95
  - SleepPhones® Microphone (available since 2012) \$59.95
  - SleepPhones® Wireless (available since 2013) \$99.95
  - SleepPhones® Simple (available since July 2014) \$99.95
  - SleepPhones® Effortless (launching April 2015)



- RunPhones®
  - RunPhones® Classic (available since 2010) \$39.95
  - RunPhones® Microphone (available since April 2014) \$59.95
  - RunPhones® Wireless (available since April 2014) \$99.95
  - RunPhones® Effortless (launching April 2015)

## Consumer Websites

SleepPhones.com

RunPhones.com

## Intellectual Property

Patented in the US and pending worldwide

Trademarked in the US and key countries worldwide

## Contacts

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