



For: **SleepPhones**

FOR IMMEDIATE RELEASE

Profile:
WEI-SHIN LAI, M.D.
Chief Executive Officer & SleepPhones® Inventor

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 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'd created a website and sold the first 500 sets of SleepPhones.

Born in Taiwan, Dr. Lai came to the US when she was 7 years old while her father completed a Ph.D. in electrical engineering at the University of Tennessee. She grew up under the strict tutelage of a "tiger" mom, competing in piano, learning algebra at age 10, programming in BASIC by age 11, leading numerous science clubs, and publishing stories in Mandarin. She went on to earn a B.S. with distinction in Cellular Molecular Biology at the University of Michigan with the intent of studying the Ebola virus. Determined to become a CDC official, she graduated from the University of Virginia Medical School and went into family medicine. When Dr. Lai was offered the CDC U.S. Military position, she wrestled with the decision, ultimately acquiescing to her non-conformist, night-owl habits.

An iconoclast, Dr. Lai is cautious yet creative, focused yet flexible, cool yet ambitious. Dr. Lai is married to Jason Wolfe and has a long-haired son. Her hobbies include swimming, hunting for wild mushrooms with the Central Pennsylvania Mushroom Club, archery, and gardening. She enjoys eating and cooking spicy international foods. She sleeps 7-8 hours a night on average, and her favorite music on her SleepPhones is a hypnosis track by her friend, Dr. Steven Gurgevich who teaches at Dr. Andrew Weil's Center for Integrative Medicine.



Readers who would like to learn more about Dr. Wei-Shin Lai's SleepPhones, should visit the company's website: www.SleepPhones.com.

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EDITOR'S NOTE: To arrange to speak with Dr. Wei-Shin Lai, or for more information about SleepPhones, please contact Jennifer Brownlee at jennifer@acousticsheep.com.



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Profile:
JASON WOLFE
Chief Technology Officer

Jason Wolfe is the out-of-box thinker behind the scenes of SleepPhones®. Married to Dr. Wei-Shin Lai, the CEO and inventor, he first convinced her that listening to binaural beats could help her beat insomnia. Then he gifted her with the sewing machine that stitched the first 500 SleepPhones ever sold. He soldered those SleepPhones and set up the website in 2007. He recorded and mastered all of the music featured on the SleepPhones website, wrote the SleepPhones iPhone® application, and handles all technology-related tasks in the company. Creative and crafty, Mr. Wolfe even built a tiny computer that yells, "we got one!" every time there's an order.

Growing up in a small town in Pennsylvania, Mr. Wolfe always dreamed of making a big difference in people's lives. He attended Bowling Green State University on a full scholarship and graduated with honors in computer science. He worked for many years in start-ups, video game development, and education. With these experiences, Mr. Wolfe's analytical mind evaluates entrepreneurship strategy and projects long-term goals for SleepPhones. He constantly invents new things and talks his wife into making them. He believes that "a rising tide lifts all boats," and that by creating helpful products, humanity's general welfare improves. He coined the phrases "Sleep is the next diet industry," and "SleepPhones - pajamas for your ears."

Mr. Wolfe enjoys carrying his son on his shoulders, taking long walks outside, swimming, and photography. A huge bibliophile, he has a vast library on everything from statistics to edible wild plants to classic literature. He is encyclopedic in all things science, humanities, and current events. If you are an expert in something, he's probably got a theory to float by you. As a matter of fact, he's implementing a series of experiments in early childhood development. As a night owl, he stays up late working on his computer listening to audiobooks with his SleepPhones.



Readers who would like to learn more about Jason Wolfe and SleepPhones, should visit the company's website: www.SleepPhones.com.

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