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AcousticSheep LLC Celebrates Successful Launch of SleepPhones® Effortless™

Las Vegas, Nevada, January 9, 2018 - - At CES 2018, AcousticSheep LLC is celebrating the commercialization and successful launch of the company's latest product, SleepPhones® Effortless™.

SleepPhones® by AcousticSheep LLC are the premier, value-added brand which created the sleep headphones product segment. With more than ten years of market activity and more than one million units sold worldwide, SleepPhones® also have the highest level of customer satisfaction, compared to any other sleep headphones product on the market today.

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The Effortless™ product line is a complete system; it provides a next generation Bluetooth® module which allows for wireless charging, through the use of a specialized charging base, plug and power cord.

Instead of having to connect a micro USB cord to charge the module, the user may simply place their SleepPhones Effortless headphones upon the charging unit where it will magnetically align and begin the charging process, indicated by a flashing green LED light. Should the product be misaligned, the LED will flash red.

The Effortless™ product line was launched in the first quarter of 2017. Sales have been strong and growing over the months to follow and during the recent holiday season, SleepPhones® Effortless™ were among the most popular purchases.

SleepPhones® headphones were created by family physician, Dr. Wei-Shin Lai and her husband, video game developer, Jason Wolfe. Dr. Lai was often awakened in the middle of the night by patient phone calls and had difficulty falling back asleep.

She was unable to find headphones which allowed her to sleep and earbuds were extremely uncomfortable, so she and her husband created their own, working at their kitchen table. Their efforts were very successful and Dr. Lai began to make SleepPhones® for her patients suffering from sleep issues. The effort turned into a business and AcousticSheep LLC was founded in 2007.

“We called this latest evolution in product development “Effortless” because we wanted our customers to intrinsically understand just how easy daily maintenance for this product can be,” said Dr. Lai. Our customers have come to rely on their SleepPhones as part of their daily lives and the worst thing we have heard is the concern they have felt about forgetting to charge their unit and wondering if the battery might not last through an additional night,” she said.

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“While our battery system, which provides more than 12 hours on a single charge, is superior to any on the market for daily use, SleepPhones® Effortless™ now provides an easy way to ensure your SleepPhones® headphones are ready and fully charged whenever you need them,” she said.

“We designed our Bluetooth control module to be compatible with most USB charging cords but we also know some customers have concerns about stories they have heard in the use of power sources and sub-standard cords which could “overcharge” lithium batteries. With SleepPhones® Effortless™, we have created a self-sustaining system specifically designed for SleepPhones; the unit, magnetic charging base, cord and power outlet are ideally matched and designed specifically to work as a complete system, virtually eliminating any possibility of overcharging,” she said.

Dr. Lai and Mr. Wolfe hold a variety of patents related to sleep headphones and today SleepPhones® are available at a variety of price-points, in corded (Classic) and Bluetooth® (Wireless) configurations, ranging from stand-alone units with preloaded music (Simple) and restful sounds. SleepPhones® Effortless now helps to complete the current portfolio of wireless models by providing cordless charging capabilities.

SleepPhones® offer a proprietary control unit and specialized, flat speakers contained within a comfortable headband of made from a unique fleece material or a lightweight, moisture-wicking fabric for comfortable listening to restful sounds, personalized music, audiobooks, podcasts, or any other audio from any personal device.

AcousticSheep LLC believes SleepPhones® and SleepPhones TechnologySM has tremendous value to aid those experiencing medical conditions and undergoing various medical treatments where the ability to relax and to achieve a restful state may be of significant value, to include:

- Those admitted to the Emergency Room while awaiting treatment
- Those preparing for, undergoing or recovering from surgery
- Those admitted to hospitals, rehabilitation facilities and nursing homes

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- Those receiving dialysis
- Those receiving chemotherapy and other cancer treatments
- Those suffering from PTSD
- Those suffering from Alzheimer's Disease

According to Dublin, Ireland - based Research and Markets, the global sleep aids market was valued at \$49.54 Billion in 2016, and is estimated to reach \$79.85 Billion by 2022, registering a cumulative annual growth rate (CAGR) of 7.0% from 2017 to 2023.***

SleepPhones® and the SleepPhones TechnologySM behind the entire product portfolio, offer an affordable, natural alternative to medication and provide a great option for the millions of people who face sleep issues ranging from a snoring partner to work stress, shift work, travel and those who experience inconsistent work patterns, (such as hospital staff, first responders and long-haul truck drivers).

SleepPhones® headphones can help create conditions of relaxation and rest which can be recognized by the mind and body, creating an opportunity to make the most of any available "down time".

AcousticSheep LLC offers a free iPhone® APP (and later this month will soon offer an Android App) which provides customers with access a variety of tracks of restful music, natural sounds and white noise, to aid in the creation of a restful state, conducive to relaxation and sleep.

Some tracks include binaural beats (where sound is transmitted at different frequencies between the left and right speakers. When combined with musical composition, binaural beats audio may enhance deep relaxation [theta state] or deeper sleep [delta state]).

SleepPhones® Effortless™ are currently only available from AcousticSheep via the company's websites, AcousticSheep.com and SleepPhones.com. As is the case for other product configurations, an athletic version, RunPhones Effortless™, utilizing a lightweight, self-wicking headband fabric is available at RunPhones.com.

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SleepPhones® have a one-year limited warranty from date of purchase and are supported by a customer service team available via phone (877-838-4790) and through email (service@acousticsheep.com) Monday through Friday, from 8 a.m. - 5 p.m. (U.S. Eastern).

For more information on SleepPhones® products, services and technologies, please call 877-838-4790.

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*SleepPhones® are listed with the U.S. Food and Drug Administration (FDA) as a medical device, defined as “any healthcare product that does not achieve its principal intended purpose by chemical action or by being metabolized.” SleepPhones are FDA listed as of April 1, 2017: Sec. 882.5050 - Biofeedback Device under Title 21 of the FDA’s Code of Federal Regulations (CFR)

**“Made in USA from globally sourced components” is a qualified statement under the definitions established by the U.S. Federal Trade Commission (FTC).

***Source: Business Wire, May 5, 2017

<https://www.businesswire.com/news/home/20170505005558/en/79.85-Billion-Sleep-Aids-Market-Product-Sleep>

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