



For: **SleepPhones**

FOR IMMEDIATE RELEASE

**GOV. TOM CORBETT TAPS DR. WEI-SHIN LAI FOR INAUGURAL
ENTREPRENEUR IMPACT AWARD**

-Dr. Lai's AcousticSheep, LLC honored for its creativity and innovation at governor's esteemed award ceremony-

BELLEFONTE, Pa. – Dr. Wei-Shin Lai, CEO of AcousticSheep, LLC, just received the Entrepreneur Award of the Governor's 2013 ImpAct Awards for the Central Prep Region where Governor Tom Corbett, recognized local companies and entrepreneurs who are investing in Pennsylvania and creating jobs.

This is the inaugural year of the award and Dr. Wei-Shin Lai has set the standard with her accomplishments thus far. This award is given to an entrepreneur who has led their company to a position in strength in the marketplace by way of growth in one or all of the following: creativity, innovation, managerial ability, leadership skills and turnaround.

Dr. Wei-Shin Lai was nominated by the Penn State Small Business Development Center for her hard work and dedication, building her own business while continuing to run her medical practice. Starting the company out of her kitchen, AcousticSheep has grown from a company of ten employees to selling internationally with a tremendous increase in sales. Dr. Lai grew the company from \$28,000 in sales in 2007 to over 1.2 million dollars in sales in 2012.

Dr. Lai is the inventor of SleepPhones, or "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. Having a hard time falling back asleep when she was on-call, Dr. Lai decided listening to soothing sounds could help, but noticed there was nothing like this on the market and saw a demand for it. She would come home after work to sew headbands while her husband soldered the speakers at the kitchen

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table. The first 500 pairs were created in their home by their own hands—each one taking an hour to make.

“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 with SleepPhones.”

AcousticSheep has expanded their product line to wireless options and RunPhones, which can be found nationwide in Brookstone stores, online at Amazon.com, BestBuy.com and more.

SleepPhones came off of 2012 with great success, having been named a top holiday seller by e-commerce giant, Amazon. The company’s accomplishments were also recognized by the U.S. Small Business Administration this year.

For more information, please visit www.sleepphones.com.

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EDITOR'S NOTE: To arrange to speak with Dr. Wei-Shin Lai, or for more information about RunPhones, please contact Casey Macioge at 312-339-7488 or casey@acousticsheep.com.