



Erie-based AcousticSheep LLC Debuts on QVC with SleepPhones® Headband Headphones

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SleepPhones® by AcousticSheep LLC debuted on QVC® Tuesday, Feb. 21 with the Bluetooth™ wireless and the traditional corded versions of the company's popular "headphones in a headband" products, and included multiple fabrics and patterns for customers to choose from.

Dr. Wei-Shin Lai, CEO of AcousticSheep and co-inventor of the SleepPhones family of headband headphone products, appeared on-air to demonstrate the products and share the company's unique backstory with viewers.

"Debuting on QVC was something we all worked hard to achieve for many months. It was very exciting to share our product story with the QVC audience," said Dr. Lai.

AcousticSheep LLC was founded in 2007 by Dr. Lai and her husband Jason Wolfe, a video game developer and CTO of the company. Struggling to return to sleep after late night patient phone calls, Dr. Lai turned to meditative music to help her relax.

Headphones were bulky. Ear buds were uncomfortable. Since there were no headphones designed for sleeping, the husband and wife team invented their own— ultra-thin audio speakers inside a comfortable, washable traditional headband.

"We invented SleepPhones on our kitchen table almost a decade ago, but we never dreamed we'd be appearing on QVC," added Dr. Lai.

The AcousticSheep Wired or Bluetooth SleepPhones with Two Headbands (QVC Item #V34242) is available, while supplies last, through QVC.com, the QVC apps or by calling 800.345.1515.

About AcousticSheep LLC:

AcousticSheep LLC, an Erie, Pa.-based company, strives to create a world of happy, healthy and well-rested people with its comfortable headphones, allowing for easy sleep and enjoyable exercise. Formed in 2007 by a family doctor and her husband, AcousticSheep products are designed with comfort, quality, and the environment in mind. The company strives to use local resources, leverage technology and be socially and environmentally responsible as it manufactures its patented designs.

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