



SleepPhones™ - pajamas for your ears

Company Profile

AcousticSheep, LLC strives to provide a good night's sleep through its unique products. The main product, SleepPhones, pajamas for your ears, were released in August of 2007 as a drug-free solution for better sleep. Within three years, AcousticSheep, LLC sold over 10,000 SleepPhones. SleepPhones are in over 46 countries and have even made it to Antarctica. AcousticSheep, LLC headquarters are in Bellefonte, PA, USA.

SleepPhones Story

Wei-Shin Lai, MD was in private practice as a family physician in 2007 when she had trouble going back to sleep after late-night patient phone calls. Her husband, Jason Wolfe, suggested that she listen to something to help her relax. Wei-Shin wanted headphones so she would not disturb Jason while listening to binaural beats, which require full stereo separation. They searched everywhere and tried many headphones, but none were comfortable enough for sleeping. So Wei-Shin set off to design soft headphones.

After many trials, they found the perfect design: super-thin padded speakers in a soft stretchy headband. Listening to binaural beats with SleepPhones worked so well for Wei-Shin that they decided to patent the invention and start a company dedicated to improving sleep. Jason and Wei-Shin founded the company and made the first 500 SleepPhones with a sewing machine and a soldering iron together in 2007. They continue to run the company together today.

Recent Affiliations

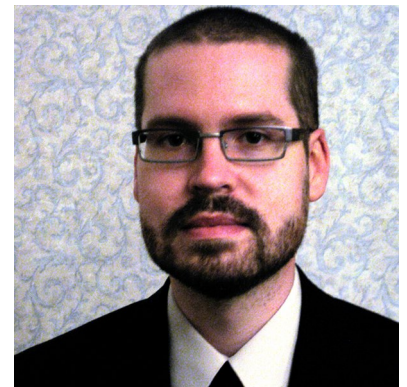


Company Ethics

AcousticSheep, LLC is an eco-friendly and socially-conscious company. The headquarters is powered by 100% wind energy, and the SleepPhones headbands are made of 88% recycled plastic bottles. AcousticSheep, LLC is proud that SleepPhones are sewn and assembled in Pennsylvania. Employees are paid a living wage.



Wei-Shin Lai, MD
Chief Executive Officer



Jason Wolfe
Chief Technology Officer

“We spend a third of our lives sleeping. SleepPhones help you make the most of that time.”

Wei-Shin Lai is a board-certified family physician at Penn State University. She graduated from the University of Virginia and the University of Michigan.

“Sleep is the next Diet industry.”

Jason Wolfe is a software developer specializing in creating educational games at Penn State University. He graduated from Bowling Green State University on a full National Merit Scholarship.

SleepPhones

World's most comfortable headphones for sleeping.

- **MSRP: \$54.95**
- Helps relieve problems falling asleep due to stress or noises like snoring
- High-quality integrated thin padded speakers
- Plugs into almost all audio devices
- Machine washable with removable speakers
- Patent-pending design
- Available in Quiet Lavender, Soft Gray, and Midnight Black

Fleece: Polartec® Power Stretch® 88% recycled plastic polyester, 12% spandex, USA

Cord: 48" (120cm), 1/8" (3.5mm) standard stereo plug, RoHS compliant, China

Speakers: 32 Ohms impedance, 20 Hz to 20 kHz frequency range, 300/500 mW power output, RoHS compliant, China

Dimensions: 21" around (One Size Fits Most)

Weight: 1.3 Ounces

Country of origin: Sewn and assembled in Pennsylvania, USA.



SleepPhones System

The complete SleepPhones System helps people fall asleep faster and block out noises like snoring. It is a perfect gift for insomniacs, apartment-dwellers, second-hand snoring sufferers, teens, and travelers.

- **MSRP: \$64.95**
- **SleepPhones**
- **Nature Sounds CD** featuring binaural beats, a sound technology that can gently induce sleep or awakening
- **Lavender Sachet**



NEW! Sheep (Available July 15, 2010)

An adorable sheep with a pocket in its back for carrying SleepPhones and/or an MP3 player. (Butterfly not included.)

- **MSRP: \$19.95**
- Pocket dimensions: 3" x 5" (7.5cm x 13cm)
- Velcro closure
- All new polyester exterior and filling

Recent Press Releases

Vacation R&R Still Exists with SleepPhones™

Get the travel rest you need with SleepPhones™, pajamas for your ears, available for \$54.95 at www.SleepPhones.com

BELLEFONTE, PA – June 17, 2010 – Ah, vacation season: long days filled with tropical sun, fun with the family, sleepless nights – what’s wrong with this picture? Each year, many Americans report returning from vacation feeling more exhausted than when they left due to sleep problems associated with travel. Make the most of vacation time this year by packing a set of SleepPhones™ along with that swimsuit.

Small enough to tuck into your purse, carry-on, or briefcase, SleepPhones™ feature a soft fleece headband with thin padded speakers hidden inside. Simply plug SleepPhones™ into an iPod, MP3 player, or even an armrest on the plane to block out the stresses of travel. The unique design of this product allows travelers to relax to their favorite music, without tangled ear buds or bulky headphones. For those who like to sleep on their side or others who simply need to silence a snoring partner, SleepPhones™ are the solution that will keep vacationers sleeping comfortably all night long.

About SleepPhones™

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Slip into SleepPhones™, Pajamas for your Ears, at the CEA Line Show this June

The SleepPhones System™, \$64.95, at www.SleepPhones.com

Bellefonte, PA (Vocus) May 25, 2010 -- Developed by a family physician to help patients fall asleep naturally, SleepPhones are the first soft headphones designed specifically for sleeping. The patent-pending technology pairs the comfortable fleece headband with scientifically designed soundtracks, which together produce a restorative sleep for the user. At this year’s CEA Line Show in New York, SleepPhones will exhibit its entire SleepPhones System, which is available for purchase at www.SleepPhones.com for only \$64.95.

SleepPhones are the perfect accessory for those who have difficulty relaxing, travelers suffering from jet lag, or spouses with a snoring partner. The lightweight and washable fleece headband stays snug for a comfortable fit that lasts through the night, blocking noise and offering full stereo separation for the listener. With each purchase, SleepPhones provides a CD of binaural beats that help induce relaxation and drowsiness. Additional MP3 downloads are available for free on www.SleepPhones.com.

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Images: www.SleepPhones.com/media

Notable Quotes

“Four years of people sending me stuff, this might be the best thing that's ever come to me.” - **Gabe Slate, Kron 4 News (San Francisco)**

“They're especially nice for side-sleepers” - **Brittany Renaud, Health Magazine**

"You can sleep in these, and then you can listen to your audiobooks. I love them!"
“This is brilliant! The sound quality is very good. That's my pick of the week.” -
Leo Laporte, TWiT.tv

"I adore your headphones; they've made my nights better." - **Mignon Fogarty, Grammar Girl**

“I’ve had them for a month now and I’m quite impressed.” - **Craig Martin, Indie Travel Podcast**

“When the headphones on the market proved to be too bulky to wear in bed, Dr. Lai developed a set that would allow her to listen to lulling music and rhythms throughout the night.” - **Brandi Stewart, CNN Money**