



**For: SleepPhones**

**FOR IMMEDIATE RELEASE**

**Profile: WEI-SHIN LAI, M.D. Chief Executive Officer**

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® headphones, 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® headphones.

AcousticSheep LLC was the Small Business Administration Entrepreneur of the Year in 2015, Ernst & Young Entrepreneur of the Year in 2016, and EXIM Bank Small Business of the Year in 2020. Dr. Lai and SleepPhones® headphones have been featured on multiple TV shows including QVC, The Doctors, Dr. Oz, The Today's Show, Good Morning America, as well as magazines, keynote speeches, and the U.S. Congress.

Born in Taiwan, Dr. Lai came to the US when she was seven years old while her father completed a Ph.D. She earned 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 two children. Her hobbies include hunting for wild mushrooms and cooking spicy international foods. She sleeps 7-8 hours a night while listening to boring accounting lectures on her SleepPhones® headphones.

Readers who would like to learn more about Dr. Wei-Shin Lai's SleepPhones® headphones, should visit the company's website: [www.SleepPhones.com](http://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® headphones, please contact Andrew Dalton at [andrew@sleepphones.com](mailto:andrew@sleepphones.com).



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**Profile: JASON WOLFE Chief Technology Officer**

Jason Wolfe is the out-of-box thinker behind the scenes of SleepPhones® headphones. 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® headphones ever sold. He soldered speakers and set up the website in 2007. He recorded and mastered 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.

AcousticSheep LLC was the Small Business Administration Entrepreneur of the Year in 2015, Ernst & Young Entrepreneur of the Year in 2016, and EXIM Bank Small Business of the Year in 2020. 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 AcousticSheep LLC, constantly inventing new things. 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 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 night owl, he stays up late working on his computer listening to audiobooks with his SleepPhones® headphones.

Readers who would like to learn more about Jason Wolfe and SleepPhones® headphones, should visit the company's website: [www.SleepPhones.com](http://www.SleepPhones.com).

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**EDITOR'S NOTE:** To arrange to speak with Jason Wolfe, or for more information about SleepPhones® headphones, please contact Andrew Dalton at [andrew@sleepphones.com](mailto:andrew@sleepphones.com).

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