

AcousticSheep LLC Fact Sheet

Company Description

Chief Executive Officer Wei-Shin Lai, MD and her husband Jason Wolfe (Chief Technology Officer) founded AcousticSheep LLC in 2007 when they invented SleepPhones®, pajamas for your ears. SleepPhones® worked so well for Dr. Lai during her nights on call that she patented the invention and began to sell SleepPhones®. SleepPhones® are unique, soft, comfortable headphones designed for use in bed to help with insomnia and second-hand snoring. In 2010, AcousticSheep LLC developed RunPhones® by popular customer request. RunPhones® wick away sweat and don't fall out like ear buds. Both SleepPhones® and RunPhones® contain removable thin padded speakers within a stretchy headband.

Customers love AcousticSheep products, and sales have grown tremendously. Over 40,000 SleepPhones® were sold in the past year. AcousticSheep expects to gross over \$1 million in 2012. AcousticSheep products can be found in Amazon.com, ThinkGeek, Best Buy.com, J&R, and a variety of other retailers. Dr. Oz loves SleepPhones® and has had them on his show twice. Press hits include CNN, Travel and Leisure, Prevention Magazine, The New Ricki Lake Show, The Today Show, and many other news and magazine outlets. SleepPhones® have been sold to over 50 countries on all 7 continents.

Dr. Lai and her husband continue to run AcousticSheep LLC, making continual improvements to SleepPhones® and RunPhones® over time. They operate an online retail business as well as wholesale directly to retailers and distributors. AcousticSheep respects environmental and social responsibility. The company even uses Polartec®'s recycled plastic bottle fabric to make SleepPhones and RunPhones, and many of AcousticSheep's employees can walk to work. As committed members of the Central Pennsylvania business community, we believe our products must reflect the values of our region—simple, well-made, honest and fair. What's more, AcousticSheep LLC works in concert with many central Pennsylvanian businesses to improve the local economy and goodwill of the community by taking an active role and interest in local affairs.

AcousticSheep believes in doing good in the world by producing helpful, quality products that customers love.

Executive Officers

Wei-Shin Lai, MD (Board Certified in Family Medicine) – Chief Executive Officer
Jason Wolfe – Chief Technology Officer

Business

Small Business, Women-owned, Minority-owned
Manufacturer (SIC code 3679)

Direct-to consumer online retailer (SIC code 5961)

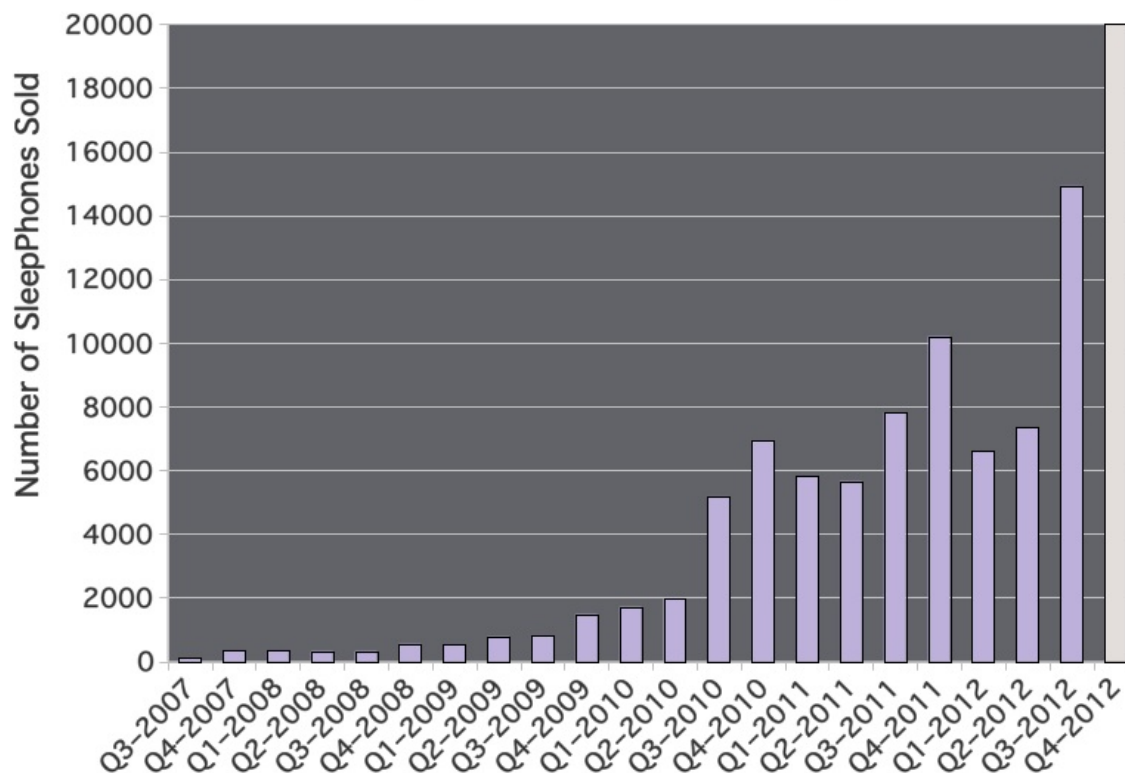
Figures as of October 31, 2012

Over 80,000 SleepPhones® sold since inception, of which 40,000 were sold in the past 12 months

9 employees

Annual revenue over \$1 million

SleepPhones Sold Per Quarter



Awards

Consumer Electronics Show (CES) 2013 Innovations Award Honoree Headphones

Category for SleepPhones® Wireless

Small Business Development Center (SBDC) 15th Anniversary Invited Speaker

OfficeMax Video Contest August 2012 Winner

Products

SleepPhones® Wireless

SleepPhones® with Microphone, Play/Pause, and Volume Control

SleepPhones® with Volume Control

SleepPhones®



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Natures Sounds CD
Dreams CD
Sampler CD
SleepPhones® Sheep

RunPhones® with Microphone, Play/Pause, and Volume Control
RunPhones® with Volume Control
RunPhones®

Important Dates

June 13, 2007 AcousticSheep LLC incorporated in Delaware
September 1, 2009 Current SleepPhones® version 4 launched
September 1, 2010 RunPhones® Launched
April 1, 2013 SleepPhones® Wireless Launch

Headquarters

AcousticSheep LLC
179 Jefferson Circle
Bellefonte, PA 16823

Store and Warehouse

AcousticSheep LLC
250 Nittany Valley Drive
Bellefonte, PA 16823

Resellers Worldwide

Canada, UK, Australia, New Zealand, Germany, France, Austria, UAE, Taiwan, and more

Intellectual Property

Awarded Patent for speakers inside of a headband
International Trademark for SleepPhones®
International Trademark for RunPhones®
International Trademark for Pajamas for your ears

Websites

www.SleepPhones.com
www.RunPhones.com

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Sales Inquiries: Lisa Vella 877-838-4790 lisa@acousticsheep.com



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Accounting Inquiries: Vanessa Hsu 240-205-3433 vanessa@acousticsheep.com

Other Inquires: Wei-Shin Lai, MD, CEO 814-380-9296 ceo@sleepphones.com

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