



For: SLEEP PHONES
Immediate Release

Come Sleep With Us™ - New SleepPhones® Effortless Unveiled at CES 2015 and Named One of This Year's Hottest Wearable Technologies

AcousticSheep, LLC Continues to Innovate with SleepPhones® Effortless and Earns CES Design and Engineering Award Honoree Designation for the Third Year in a Row

Erie, PA – January 14, 2015 – AcousticSheep, LLC proudly announces that its most recent innovative technology-based sleep product, the SleepPhones® Effortless headphones, continues to dominate the competition and earn international acclaim and distinction as it is set to be released in April of this year. Among the top tech trends featured during last week's Consumer Electronics Show (CES), SleepPhones® Effortless are being recognized by industry experts as a product that could end up changing the way people sleep. The newest addition of SleepPhones® products feature ultra thin Bluetooth® enabled headphones embedded in a soft headband that can be worn while sleeping and charged with induction technology. Its 100% wireless design provides users with an ultimate sleeping experience and effortlessly charges after each use.

"I'm so proud of our entire AcousticSheep team for their world class performance during CES 2015. It was another record-breaking show for us. I look forward to growing our brick and mortar presence and international distribution this year," said Dr. Wei-Shin Lai, inventor and founder of AcousticSheep, LLC.

Top noteworthy global publications featuring SleepPhones® Effortless headphones include:

Digital Trends, Top Tech of CES 2015 awards, 1 of the top 4 in its headphones category; **WIRED**, The 11 Coolest Things from the First Day of CES; **The Huffington Post**, multiple CES articles with SleepPhones® Effortless mentions; **Fortune**, Hidden Tech Gems at CES & High-tech Products in the Sleep Industry; **CBSNews**, Latest Tech at 2015 CES; and **Reuters.com**, Best of CES.

About AcousticSheep, LLC: AcousticSheep, LLC designs and distributes SleepPhones® and RunPhones®, innovative headphones for a variety of lifestyles. Formed in 2007 by a family doctor and her husband, AcousticSheep products are designed with comfort, quality, and environmentally-friendly materials and manufacturing processes in mind. Visit <http://www.sleepphones.com> for additional products and information. Connect with us on Facebook at <https://www.facebook.com/SleepPhones> and follow us on Twitter at <https://twitter.com/SleepPhones> (@SleepPhones). For additional Press information, images and media, please visit <http://sleepphones.com/media>.

About CES: The International CES is the world's gathering place for all who thrive on the business of consumer technologies. It has served as the proving ground for innovators and breakthrough technologies for more than 40 years-the global stage where next-generation innovations are introduced to the marketplace. As the largest hands-on event of its kind, CES features all aspects of the industry. And because it is owned and produced by the Consumer Electronics Association (CEA), the technology trade association representing the \$211 billion U.S. consumer electronics industry, it attracts the world's business leaders and pioneering thinkers to a forum where the industry's most relevant issues are addressed.

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