



For: **SleepPhones**

FOR IMMEDIATE RELEASE

SLEEP PHONES ARE THE PERFECT TRAVEL COMPANION

-Lose those big bulky headphones and those painful ear buds: SleepPhones to the rescue; the comfortable, convenient and easy aid to falling asleep wherever you travel-

BELLEFONTE, Pa. - Americans spend about \$4.5 billion a year on sleep aids ranging from prescription medications to buckwheat pillows, according to a study conducted by MarketData Enterprises. The National Sleep Foundation says that more than 58 percent of us suffer from insufficient sleep, and 30 million adults have chronic problems getting to sleep. One of the most difficult times for getting to sleep is when we are traveling in airplanes, trains and buses.

Whether traveling on business or taking a well-deserved vacation, SleepPhones are the ideal help millions of people need for getting to sleep no matter where they are heading.

Specifically designed by a medical doctor to help people fall asleep, SleepPhones are the most comfortable sleep headphones for use in a hotel bed or when traveling. These remarkable headband headphones make falling asleep easy in some of the least easy situations. Patented SleepPhones plug directly into virtually any music player, enabling the user to listen to anything they like, including music favorites or sounds that utilize binaural beats technology to soothe and calm brainwaves, gently lulling one to sleep.

SleepPhones provides a number of free downloads with binaural beats technology for MP3s on its website: www.sleepphones.com. There's a convenient app for the iPhone, as well.

-more-



SLEEPLESS ON THE ROAD 2-2-2

Chronic insomniacs have restored good sleep habits with SleepPhones and no longer need to take sleeping pills. Sleeping next to snoring partners is easy with SleepPhones. If one partner wants to listen to music or an audio book while the other wants peace and quiet, SleepPhones makes it simple. They are so comfortable; SleepPhones are called "pajamas for your ears."

SleepPhones are ideal for outdoor winter activities, too. The headband headphones are great for listening and keeping ears warm while shoveling snow, hiking, running or jogging.

Family physician, Dr. Wei-Shin Lai and her partner Jason Wolfe founded SleepPhones. Their unique, patented, first of a kind, patented headband headphones are manufactured in Pennsylvania. Designed with user comfort, quality and environmental responsibility in mind, SleepPhones' fleece headbands are made of 88 percent recycled plastic bottles by Polartec® in the USA. All of the electronics in the SleepPhones are RoHS compliant, which means they are free of lead and other dangerous heavy metals. SleepPhones' headquarters uses 100 percent renewable energy from wind power.

Readers who would like to learn more about SleepPhones, should visit the company's website: www.sleepphones.com.

#

EDITOR'S NOTE: To arrange to speak with Dr. Wei-Shin Lai, or for more information about SleepPhones, please contact Casey Macioge at 312-339-7488 or casey@acousticssheep.com.



ABOUT ACOUSTICSHEEP LLC

Founded in 2007, AcousticSheep LLC manufactures and markets SleepPhones® and RunPhones®, innovative headphones with thin padded speakers sewn in soft comfortable headbands. Invented by Wei-Shin Lai, M.D., CEO, and her husband, Jason Wolfe, Chief Technology Officer, patented SleepPhones are specifically designed to help promote sound sleep and an aid in overcoming insomnia and second-hand snoring. RunPhones were introduced in 2010 to provide a solution for runners whose ear buds frequently fall out and to wick away perspiration. Both products have received significant praise from the media, are available in 50 countries around the world and sales continue to exceeded expectations. Headquartered in Bellefonte, Pa., AcousticSheep has maintained strong standards of environmental and social responsibility in both manufacturing and company operations since its inception. For more information about the company, please visit www.sleepphones.com.