



For: ACOUSTICSHEEP LLC

FOR IMMEDIATE RELEASE:

**AWARD WINNING GROWING COMPANY ACOUSTICSHEEP LLC,
RELOCATES TO ERIE, GRAND OPENING PLANNED**

Erie, PA –May 1st, 2014 – Quickly growing award winning company AcousticSheep LLC makes Erie, PA its new home. Their Grand Opening is set for Saturday, May10th, 2014.

AcousticSheep LLC, the maker of SleepPhones® headphones and Runphones® headphones, recently moved to Erie from Bellefonte, PA where it was created by CEO and family physician Wei-Shin Lai, MD.

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, CTO Jason Wolfe, 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®, 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 set of SleepPhones® headphones. RunPhones® headphones were developed in 2010 by popular demand from SleepPhones® customers who wanted a lightweight version for working out.

Regarding their recent move to Erie, Dr. Lai said “We are proud to be a part of the rich heritage of Erie businesses and the surrounding areas. Since moving from Bellefonte, PA, to Erie in May 2013, business has never been better.”

AcousticSheep won the Innovations in Engineering and Design Award for three different products at the International Consumer Electronics Show (CES). The CEO herself won the Governor's Impact Award for Entrepreneurship in 2013 and is a finalist for the Export category this year. With a talented and dedicated team of 15 people in Erie, AcousticSheep has doubled every year since starting in 2007.

Dr. Wei-Shin Lai would like to invite everyone to their Grand Opening celebration on Saturday, May 10, 2014 from 11am-3pm, at 2005 Peninsula Drive, Erie, PA 16506 (located in EBCO Park). They will have demonstrations, refreshments, prizes and grand opening specials, with plenty of kids fun activities.

“We are confident that our RunPhones will make a positive impact in the lives of active Erieites,” said Dr. Lai. “Also, our SleepPhones will give them the rejuvenating, relaxing sleep they need to stay active and focused, and we can't wait to share these products with them.”

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