



For: ACOUSTICSHEEP LLC

FOR IMMEDIATE RELEASE:

AcousticSheep Announces the Launch of POS Displays to Partners

Erie, PA – October 8, 2014 - AcousticSheep LLC, makers of the [most comfortable headphones](#) for sleep, travel and exercise are preparing to launch their new POS displays as effective marketing collateral for their current and future partners.

There will be four displays available – one to accommodate the wired and wireless version of both SleepPhones and RunPhones. The sleek new countertop design will hold eight pieces regardless of which version of the product their partner is displaying. Both clam shell and cardboard packaging sit neatly into the display.

Up until now, resellers could display their AcousticSheep products either standing neatly on a shelf or hanging on a US/Euro style hook. The POS display will offer their partners one more option to help them make sales even more successful.

“The attractive display design explains to the customer what the product is on a quick glance. When they see the product and fully understand what it is, we expect even more people will buy,” said Wei-Shin Lai, MD, CEO/founder of AcousticSheep LLC.

Along with the display, the company will roll out a special promotional program for a limited time where the seller may get the displays for free based on a specified MOQ of the product. Interested resellers may feel free to contact lisa@acousticsheep.com or kristin@acousticsheep.com for more information.

About AcousticSheep LLC: [AcousticSheep LLC](#) designs and distributes 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 the environment in mind. Visit www.runphones.com for additional products and information or connect with us on Facebook at <https://www.facebook.com/RunPhones>.

For additional Press information, images and media, please visit <http://sleepphones.com/media>. AcousticSheep products have been featured on The Today Show, The Dr. Oz Show, CNN and more.

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