



PRESS RELEASE:

SleepStik **January 15th**, 2020

2020 Travel Goods Show, New Orleans

Revolutionary New Invention to Debut at the 2020 Travel Goods Show Designed to Improve Traveler's Comfort and Ability to Sleep.

- **This simple device supports the weary traveler's head in a vastly different way when compared to travel pillows and padded collars.**
- **The inventor hopes to achieve a paradigm shift in traveler's perception by providing in-seat demonstrations of this new device at the 2020 Travel Goods Show.**

SleepStik is vastly different from all other head support products. In fact, the United States Patent and Trademark Office was forced to create a brand new product category in order to properly classify it. The patent-pending design has no foam padding! Instead, a rigid support is used to provide a perfectly placed attach point for an elastic head loop. The design offers unparalleled support and comfort to travelers who must remain seated for extended periods of time.

SleepStik is designed to hold the traveler's head in a centered and balanced location. This feature ensures that a centered body position is maintained, which eliminates worry about encroaching into neighboring personal space after the user falls asleep.

SleepStik can also be used for daily commutes on busses and trains, and also works in passenger seats in cars. Sharp turns and sudden stops on the road are cushioned as the elastic head loop gently returns the passenger's head to the normal position after the disturbance has passed.

SleepStik's unusual design causes many people to discredit its value at first glance. Thus, a paradigm shift will generally be needed in order for them to appreciate its ability to perform as claimed. It is the inventor's hope that many trade show attendees will take the opportunity to try it out and see for themselves how effectively it performs.

Online sales of the product was launched in December of 2019. The structural component is manufactured in Everett, Washington. The head loop is manufactured in China. SleepStik LLC is a Washington State corporation started in the Summer of 2019. SleepStik was invented by international award-winning designer Rick Riday, a Seattle-based product designer and freelance mechanical engineer.