



Press Release – For Immediate Release

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Amid Growing Concerns Over Sleep Drug Dangers, Sleep Garden Introduces zSleep: The Prescription for 'Safe Sleep' At Natural Products ExpoWest

Clinical Study Shows zSleep Helps People
Fall Asleep 60% Faster and Sleep 30% longer.

(Anaheim, California)—March 21, 2006. Recent reports that the most prescribed sleep medication in the United States may be linked to dangerous episodes of sleep walking, sleep driving and incidents of nocturnal eating underscores the relevance of the launch of Sleep Garden's "zSleep: Sleep Without Worry™", a line of non-drug sleep aids, at this week's ExpoWest, the country's largest Natural Products conference.

More than 24 million prescriptions for Sanofi-Aventis's drug Ambien™ were written in 2004. Sleep Garden Co-Founder Robert deStefano says that translates to millions of Americans questioning what he believes was already a fragile trust in sleep drugs. "Even before these new findings, just one look at the warnings on the back of advertisements for sleep drugs should have been enough to scare most people away" says deStefano. "Those desperate for sleep lacked a natural, no side-effects option that really works. Sleep Garden is excited to fill that void with zSleep."

The zSleep line includes five audio/video titles, each effective at releasing stress while turning off an overactive mind, the primary contributor to insomnia. Featured in the line are the clinically proven "zMusic: The Sound Way to Sleep™" and the critically acclaimed "zYoga: The Yoga Sleep Ritual™" with Ann Dyer.

In a recent clinical study of zMusic performed at The California Center for Sleep Disorders, study participants fell asleep 60% faster, slept 30% longer, and reported a 55% improvement in daytime function. Of those in the study who were taking sleep drugs, 75% discontinued use. "The study followed standard clinical protocol that was examined and approved by the Internal Review Board (IRB)," says Sleep Garden Co-Founder Mary Kelley. "We don't know of any other similar product that has made it through such a [rigorous] scientific process," Kelley concluded.

zMusic works in harmony with the natural brain waves of sleep with no side effects. It is played at bedtime or in the middle of the night and does not contain hypnotic or subliminal messages. It has been user-tested and is safe and effective for parents, children, menopausal woman, CPAP patients and seniors. zMusic has also been awarded the "National Health & Wellness Club's Member Tested and Recommended" Seal of Approval for effectiveness and value.

Recent clinical research regarding yoga's effect on insomnia coincides with what the yogis have known for years, yoga improves sleep. zYoga, The Yoga Sleep Ritual, is the first yoga DVD/CD/Guide Book program designed exclusively to be used at bedtime and features renowned yoga teacher Ann Dyer, called by Yoga Journal Magazine "A near perfect sleep guru". At a recent live demonstration of zYoga, Ann Dyer succeeded at creating a virtual 'snore-a-thon' consisting of more than one hundred participants.

How critical are these products to sleep? "Realistically, considering the level of our daily stress, taking back sleep without drugs requires more than decaf, a hot bath and a spray of lavender. You need tools that work," deStefano said. "That's where the zSleep products makes a difference," he concluded.

Sleep Garden, Inc., a California corporation, was founded in 2001 by Robert deStefano and Mary Kelley. deStefano, an award-winning commercial director and writer and Kelley, a technology-marketing pioneer, are both former insomniacs now turned passionate advocates for safe sleep. For more information about Sleep Garden please visit www.sleepgarden.com. Robert deStefano, Mary Kelley and Ann Dyer are available for interviews.

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