

Brookstone®

Contacts:

Robert Padgett
(603) 577-8097; (603) 377-6543
rpadgett@brookstone.com

Caitlin Lowie
(212) 251-1210
clowie@ckpr.biz



Brookstone's no-snoring Sona Pillow® keeps people on their sides for a better night's sleep

MERRIMACK, N.H., June 26, 2007 – Taking the approach that people who sleep on their sides are less likely to snore, innovative retailer Brookstone today announced the nationwide launch of the new anti-snoring Sona Pillow®, a specially designed cushion that promotes a comfortable side-sleeping position and is clinically shown to help stop snoring and to treat mild sleep apnea.

Developed by Florida neurologist Dr. Najeeb Zuberi, M.D., the Sona Pillow already has helped thousands of users and their partners get a more restful night's sleep. According to a study published in the medical journal, "Sleep and Breathing," people who used the Sona Pillow generally snored less often, took in more oxygen and experienced better overall sleep.

The secret lies in the patented Sona Pillow's shape. Users place one arm comfortably under the pillow's sleeping surface in a recessed space and remain in a naturally comfortable side-sleeping position thanks to the pillow's triangular design and raised center. The contour of the Sona Pillow helps people avoid sleeping on their back where they are more likely to snore and places them in a side position with the head facing downward. This sleeping position moves the jaw forward to keep the airway open, which helps to avoid snoring and leads to a better night's sleep for both the user and his or her partner.

"Many of my patients tried a number of different treatment options for snoring before they finally found relief with the Sona Pillow," said Dr. Zuberi, who has more than a decade of experience in neurology and sleep therapy. "Sometimes those most grateful for the Sona Pillow are not even the people who stopped snoring but their partners who now get a peaceful and full night's sleep. Couples tell me all the time the Sona Pillow literally has saved their marriage."

"Brookstone is all about improving the lives of our customers, and what could be better than a peaceful night's sleep thanks to Dr. Zuberi's Sona Pillow," said Brookstone CEO Lou Mancini. "We believe the Sona Pillow addresses the very real issue of snoring that affects people, and couples, throughout the country."

Made of high-grade cotton and filled with hypoallergenic, superior-grade poly fiberfill, the anti-snoring Sona Pillow retails for \$99 and is available exclusively at Brookstone stores and online at www.brookstone.com.

Brookstone, Inc. is an innovative product development and specialty lifestyle retail company that operates 309 Brookstone Brand stores nationwide and in Puerto Rico. Typically located in high-traffic regional shopping malls and airports, the stores feature unique and innovative consumer products. The Company also operates a Direct Marketing business that includes the Brookstone catalog and an e-commerce website at www.brookstone.com.