



Press Release – For Immediate Release

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Ann Dyer Creates A Snore-A-Thon At Yoga Journal's San Francisco Yoga Conference

Menlo Park, California, January 25, 2006: Attendees at the just concluded Yoga Journal San Francisco Yoga Conference had a healthy dose of sleep added to their forward bends, backbends and handstands, compliments of Ann Dyer, the woman Yoga Journal recently named "A near-perfect sleep guru" (December 2005).

A capacity crowd of nearly one hundred Yoga enthusiasts, coming from as far as Alaska to Kentucky, filled the Grand Hyatt Embarcadero's large banquet room to participate in the first mass demonstration of 'zYoga, The Yoga Sleep Ritual' (Sleep Garden). The 'zYoga' method authored by Dyer is the first yoga DVD-CD program dedicated exclusively to delivering the ever-elusive good night's sleep. From the audience's response it appeared that no one left disappointed. "If snores are my equivalent of applause, then I guess I received a standing ovation" commented Dyer. Organic skincare pioneer, Melissa Jochim was also in attendance. "There I was, dressed to go out for dinner, lying on the floor in a packed room, out like a light. I never expected that." Jochim said. Yoga Journal senior executive Kathleen Craven commented; "Ann Dyer captivated the whole room, her voice and talent is amazing!"

'zYoga, The Yoga Sleep Ritual' blends an innovative series of yoga poses with Dyer's emphatic nature, artistic phrasing of directions and soothing voice, leaving the viewer more than willing to have her serve the role of nightly yogic sleep therapist and dream weaver.

Dyer is renowned for her yoga knowledge, her rare expertise in Nada Yoga, the yoga of sound, her parallel career as a concert vocalist/recording artist and her ability to blend her talents into groundbreaking work ("Dyer is not only emotionally authentic, [she] is revelatory." Down Beat Magazine).

Dyer's extensive yoga training is rooted in the Iyengar tradition complimented by her ten years of study of the yoga of sound with Pandit Mukesh Desai. She is also a senior faculty member at The Piedmont Yoga Studio, Oakland, CA and conducts workshops nationwide and abroad.

Motivated by firsthand experience with her students, Dyer began an exploration on the impact yoga has on stress release and its potential to create a body and mind more capable of finding sleep. This led to a creative collaboration with Sleep Garden's Producer-Director Robert deStefano. The results of this pursuit can be seen and heard on two titles "zYoga The Yoga Sleep Ritual" and "zYoga Lullaby'.

Dyer will be presenting a second live demonstration of 'zYoga, The Yoga Sleep Ritual' in Boston, April 8th 2006 at the Sheraton Boston, the upcoming site of the Yoga Journal Boston Yoga Conference. The press is welcomed to attend. Please contact Robert deStefano to reserve a complimentary invitation.

Sleep Garden, Inc., 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 natural sleep therapists and tireless advocates for natural sleep.

Sleep Garden offers a comprehensive line of audio/video titles focused exclusively on providing drug-free, pill-free, natural sleep. For more information about Sleep Garden please visit www.sleepgarden.com.

Ann Dyer, Robert deStefano and Mary Kelley are available for interviews.

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