

PRESS RELEASE

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The Snorinator Secures Investment from Two Sharks to Help Silence Snoring for Millions

The company secured a \$100,000 investment for its comfortable aid to help stop snoring and keep couples together in their bedroom.

NEW YORK - Oct. 2, 2025 - The [Snorinator](#)[®], the new breakthrough anti-snoring pillow, today announced it struck a deal with Sharks Lori Greiner and Michael Strahan on last night's episode of ABC's Shark Tank. The \$100,000 investment marks a major win for the startup and the [90 million Americans](#) who struggle with snoring. The Snorinator is on sale to celebrate its TV debut for \$159.99 at [TheSnorinator.com](#).

Founders Lloyd and Sue Ecker captured the Sharks' attention with their energetic pitch, so much so that Greiner and Strahan literally jumped into the demo bed to test The Snorinator's patented Hinged Head Nest™ for themselves. The investment brings both capital and strategic guidance to the brand, which plans to expand and scale up to enable future sounds of silence for both snorers and their partners.

"The Snorinator has not only solved my snoring problem the last three years, but it also got me back in the bedroom with my wife. The simple, research-backed and patented design feels like sleeping on a cloud and has completely eliminated my snoring," said founder Lloyd Ecker. "Appearing on Shark Tank gave us the opportunity to connect with millions of people who are tired of their morning sore throats, their side-sleeping shoulder pain, and who are just plain tired of being tired and ready to actually do something about it. With Lori and Michael's support, we're now sure The Snorinator will become a major player in the sleep market."

A Simple Solution to A Noisy Problem

Every night, millions of people tuck into bed for a good night's rest—but 90 million don't get it. Nearly [50% of adults snore occasionally](#), including The Snorinator founder Lloyd Ecker. A chronic snorer who was eventually kicked out of bed by his wife, Sue, Lloyd tried every traditional solution without success. Determined to find anything that would keep them in the same bed, he discovered the [High Fowler's Position](#), a medically recommended sleeping posture dating back to 1888, which inspired Ecker to create The Snorinator.

This pillow combines medical science with plush memory foam comfort and teaches snorers to relearn how to sleep upright and reduce their snoring. Made with CertiPUR-US® Certified Memory Foam, The Snorinator features the patented Hinged Head Nest™, which cradles the head and neck to improve airflow, ease back and neck pain, boost circulation and, most importantly, helps reduce snoring.

"I thought it was very comfortable, and I have a father who would snore and you could hear him a block away. Usually, for someone who would buy this, it wouldn't be the person snoring. I would market it towards the person that has to sleep with the person snoring," said Guest Shark Michael Strahan on the episode. "I'm with you."

"The best products out there that do the most amazing sales are always the ones that solve a big problem. Snoring is a huge problem. So, with some finessing I think it could be an incredible product," said entrepreneur and Shark Lori Greiner, on the episode. "So you said \$100,000... you would get Michael and myself."

The Snorinator is available now for soon to be ex-snorers at \$159.99 and the Snorinator Fitted Pillowcase and Travel Bag are also sold separately. Learn more or order now at TheSnorinator.com.

About The Snorinator

The Snorinator®, the new breakthrough anti-snoring pillow, is crafted to help promote the happy, healthy sounds of silence in your bedroom. Invented by a life-long snorer, it is modeled after the “High Fowler Position” sleeping protocol dating back to 1888, paired with a patented Hinged Head Nest™ to keep sleepers upright for improved oxygen flow and reduced nonclinical snoring. Made in CertiPUR-US® Certified Memory Foam, the Snorinator feels like sleeping on a cloud. The Snorinator is available at thesnorinator.com for \$159.99.

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