



double|u products



Award-Winning DaysAgo Now Available at The Container Store

Cupertino, CA, August, 2007 – The award-winning DaysAgo™ Digital Day Counter is now being sold at The Container Store, significantly expanding the product's distribution. DaysAgo™ helps busy families manage and organize anything in their life from tracking the days between household chores and taking care of plants, to giving family members their medications.

DaysAgo™, developed by double u products inc., is now available at The Container Store, which has 39 stores in 18 markets from coast to coast. The Container Store showcases more than 10,000 innovative products to help customers get organized and save time. Originally conceived as a product that would help consumers determine how long products have been in their refrigerator, the DaysAgo™ is proving to be helpful in monitoring just about anything in one's life that needs tracking.

“It is exciting to be included within the unique product mix of The Container Store, clearly one of the more well respected retail-store chains in the U.S.,” said Kathleen Whitehurst, who invented the DaysAgo™ with business partner and friend Deborah Stephens Stauffer. “We consider The Container Store to be the ideal fit for our company and our product, both of which aim to help consumers better manage the demands that come with busy lives.”

The DaysAgo™, winner of the 2007 Good Housekeeping “Good Buy Award,” is the first digital day counter that answers the age-old question, “How many days ago did I open this?” The counter affixes to containers through either a magnet for metal surfaces or a suction for others, and has a digital screen that counts days after the touch of a button. By counting up days, the DaysAgo™ can help track days, and determine when food has been opened and needs to be used.

About double u products inc,

DaysAgo™ was invented by two friends, Kathleen Whitehurst and Debbie Stephens Stauffer, who were inspired by a desire to keep the food in their own refrigerators safe for their families. Their company, double u products, inc., is based in the city of Cupertino in California's Silicon Valley. An online press kit of the DaysAgo is available at www.howmanydaysago.com/press.php

About The Container Store

The Container Store currently has 39 locations across the country. In 2007, the retailer will open its second store in Denver (Cherry Creek), on August 11 and its first in the greater Philadelphia market area (Cherry Hill, NJ) on Nov. 3. The Container Store offers free closet design services every day in its stores and online using elfa, the premier shelving and drawer system. Visit www.containerstore.com for more information about store locations, the product collection and services offered. Sales for fiscal year 2007 are projected at \$600 million. The Container Store is privately held.

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