



double|u products



DaysAgo is Finalist in the Fourth Annual Housewares Design Awards Competition, a premier industry event

Cupertino, CA, Nov. 22, 2006 – The DaysAgo™ Digital Day Counter is a Finalist in the Housewares Design Awards. The “Best in Category” selections will be unveiled on Jan. 30, 2007 in New York City, and will be showcased at the industry’s premier annual event, the International Home and Housewares Show in Chicago in March 2007.

The Housewares Design Awards recognize design’s critical importance in the housewares industry. Well-designed products bring excitement and vitality to the market, offer better value to consumers and increase sales.

The DaysAgo Digital Day Counter was selected as a Finalist in the Kitchenware and Barware category by a distinguished panel of judges including retailers, practicing designers, and consumer press journalists. They looked for products that offered something fresh to the marketplace in terms of appearance, functionality or user experience.

“We are honored to be selected as a finalist in this competition as the past winners have represented the most successful and unique products in the housewares industry,” says Kathleen Whitehurst, president, double u products, inc. “This is a high compliment for the investment in the design of the DaysAgo.”

The DaysAgo is the first digital day counter that easily answers the age old question, "how many days ago did I open this?" By “counting up days,” it can track food products that spoil quickly such as baby food, salsa, pasta sauce and leftovers. With a digital screen and one-button operation, it easily affixes to containers via magnet for metal surfaces or suction for others. The DaysAgo also can be used to track household tasks such as caring for plants, administering medications or replacing water filters.

For more information on the Housewares Design Awards, please visit http://www.housewares.org/industry/design_awards/

double u products, inc. is a women-owned corporation based in the city of Cupertino in California’s Silicon Valley and is founded on the principles to conserve resources and find common sense solutions. An online press kit of the DaysAgo is available at <http://www.howmanydaysago.com/press.php>.

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