



double|u products



## ***DaysAgo Named Best New Household Product of 2007 at Good Housekeeping's 12<sup>th</sup> Annual 'Good Buy Awards'***

***Good Housekeeping award is DaysAgo's fourth since the day counter was introduced in March 2006.***

Cupertino, CA, Dec. 8, 2006 – The DaysAgo™ Digital Day Counter, which counts days to help families avoid food spoilage, was named the Best New Household Product of 2007 by Good Housekeeping at the magazine's 12<sup>th</sup> Annual "Good Buy Awards" ceremony.

DaysAgo™ 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 suction for others, and has a digital screen that counts days after the touch of a button. By counting up days, DaysAgo can track food products that spoil quickly, such as baby food, salsa, pasta sauce and leftovers. DaysAgo also can be used to track days between household chores, from taking care of plants to giving family members their medications.

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.

"We are thrilled to be recognized by Good Housekeeping, one of the most trusted magazines in the U.S.," said Kathleen Whitehurst, president of double u products, inc. "This honor for DaysAgo proves that two homemakers with a great idea can provide a real benefit to households everywhere."

DaysAgo was one of nine recipients who received the Good Housekeeping "Good Buy Award" from about 2,000 entries. The Good Housekeeping "Good Buy Award" is the fourth granted to DaysAgo since the product was first introduced in the market in 2006. DaysAgo also has won the iParenting Media Award, The National Parenting Center's Seal of Approval, and the International Housewares Design Award (2007 Finalist).

"There are so many products out there to choose from that we feel consumers need a filter, and that's what the 'Good Buy Awards' are all about," said Rosemary Ellis, editor in chief of Good Housekeeping. "This year's winners are both creative and inventive, and are designed to ease the chores and tasks that face all of us daily."

The "Good Buy Awards" were determined by the Good Housekeeping Research Institute – the magazine's research facility and one of America's most reliable sources of

consumer information on home products, food appliances, homecare devices, technology, food recipes, and textiles. The nine winners were selected based on their ingenuity, value and exceptional performance. Each product selected for a “Good Buy Award” was required to meet the following criteria:

- Satisfy a well-established household need
- Be innovative in technology or design
- Be affordable to consumers
- Perform well in Good Housekeeping Research Institute evaluations

“Our honorees have to fulfill two needs: They have to be both cleverly designed and useful in solving consumer problems,” said John Kupsch, Technical Director, Good Housekeeping Research Institute. “After many hours of testing and evaluation, these are truly the best of the best and we’re pleased to welcome them to the winner’s circle.”

The “Good Buy Awards” were presented to the winners at a ceremony at Hearst Tower in New York. The winners will appear in the January 2007 issue of Good Housekeeping, on newsstands Dec. 12.

Founded in 1885, Good Housekeeping reaches 25 million readers a month. The Good Housekeeping Research Institute is the consumer product evaluation laboratory of Good Housekeeping magazine. Founded in 1900 for the purpose of improving the lives of consumers and their families through education and product evaluation, the Good Housekeeping Research Institute continues in this key role today. Only products evaluated by the Good Housekeeping Research Institute can be accepted for advertising in the magazine, and thereby become eligible to display the famous Good Housekeeping Seal, which is the hallmark that provides assurance to readers that the products advertised in the magazine are backed by a two-year limited warranty against being defective, with specified exceptions.

Good Housekeeping is published by Hearst Magazines, a unit of Hearst Corporation ([www.hearst.com](http://www.hearst.com)) and one of the world’s largest publishers of monthly magazines, with a total of 18 U.S. titles and nearly 200 international editions. Hearst reaches more adults than any other publisher of monthly magazines (76.3 million according to MRI, spring 2005). The company also publishes 19 magazines in the United Kingdom through its wholly owned subsidiary, The National Magazine Company Limited.

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.

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*An online DaysAgo press kit is available at <http://www.howmanydaysago.com/press.php>*