



double|u products



## ***DaysAgo Wins Coveted iParenting Media Award as Greatest Housewares Product of 2006***

*After reviewing thousands of products, iParenting Media has selected DaysAgo™ as a celebrated winner of the iParenting Media Award for 2006's Greatest Housewares Product.*

Cupertino, CA, November 1, 2006 – The DaysAgo™ digital day counter by double u products, inc., is a celebrated winner of an iParenting Media Award (IPMA) and the first product ever to earn this distinction in the Housewares division. For more information, visit <http://iparentingmediaawards.com/winners/13/5835-26-3.php>.

DaysAgo™ - the digital day counter removes the guesswork of knowing how many days ago you opened a food container. The DaysAgo™ provides a little sanity for new parents trying to remember how long it's been since they (or another caregiver in the kitchen) opened new food, expressed milk or made formula. By "counting days up," it can track food products that spoil quickly including not only baby food but sauces, salsas and more. Its digital screen can easily affix to containers via magnet or suction. It can also be used to track repeated actions such as plant care, health regimens, pet medication, water filter replacements, etc.

"We are delighted with the media attention around DaysAgo™ and honored to have our product chosen -- more importantly, we are pleased that this product won an award with such a rigorous testing standard," says Kathleen Whitehurst, President, double u products, inc.

"I love this product...not only do I use on my baby food, but it's great for remembering what else is still fresh in my refrigerator," says one recent customer.

iParenting Media Awards announces the winners of their Greatest Products of 2006 Call for Entry in which all items were thoroughly evaluated by experienced reviewers to determine which ones exceeded the standards to earn an award. The iParenting Media Awards program is so thorough it has attained ISO 9001:2000 Certification from the International Organization for Standardization (ISO). ISO is the world's largest developer of standardization regulations, and ISO 9001:2000 is an internationally recognized standard of quality assurance. Only a fraction of the companies that attempt this certification achieve it, and the iParenting Media Awards program is the only product testing service with an awards program in the industry that has the certification.

"iParenting is celebrating its 10-year anniversary in 2006 as a leader in providing parents with the best information. We enjoy evaluating products that are targeted to both children and parents," says Alvin All, Chief Executive Officer of iParenting Media. "There are so many choices to make this holiday season, but it's good to know we are making a difference in helping consumers decide which ones are best for their families. We evaluated thousands of items in our Greatest Products Call for Entry, but only the ones that exceeded the high evaluation standards we set earned the iParenting Media Award."

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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