



double|u products



Lee Valley Tools Agrees to Sell Award-Winning DaysAgo, Significantly Expanding the Product's Distribution Throughout Canada

DaysAgo Digital Day Counter will be available through Lee Valley's stores, catalogs and Web site.

St. Helena, CA, September 2007 – The award-winning DaysAgo™ Digital Day Counter is being sold through the stores, catalogs and Web site of Lee Valley Tools, significantly expanding the product's distribution throughout Canada.

DaysAgo, which counts days to help families manage and organize anything in their life that needs tracking, is available in all 13 Lee Valley stores throughout Canada, including Vancouver, Edmonton, Saskatoon, Winnipeg, Halifax, and three locations in Toronto.

Lee Valley showcases tools made by Veritas Tools Inc., the company's manufacturing arm, as well as more than 5,000 tools from manufacturers around the world that all carry a full guarantee from Lee Valley. The DaysAgo was chosen for its unique ability to assist time-crunched consumers with monitoring their daily lives.

“The expansion of the DaysAgo into Canada is truly an exciting event for our company, which we founded on the principles of conserving resources and finding common sense solutions,” said Kathleen Whitehurst, who invented the DaysAgo with business partner and friend Deborah Stephens Stauffer. “We consider Lee Valley to be the ideal fit for our company and our product, both of which aim to help and educate consumers to better manage the demands that come with busy lives.”

Like double u products, Lee Valley is a family owned business, and has been serving and educating the community on tools for almost 30 years. Lee Valley's business reputation is based on three principals: customer satisfaction, integrity, and treating customers as friends by educating and advising them.

The DaysAgo is available on the Lee Valley Web site as product number FT120. As the winner of the 2007 Good Housekeeping “Good Buy Award,” the 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 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 determine when food has been opened and needs to be used, or can be used to track days between household chores, from taking care of plants to giving family members their medications.

The DaysAgo also can be found at Kingsmill's Department Store in London, ON, Kiddytown in Ottawa, ON, Especially Favoured in Calgary, AB, and Fine Finds in Vancouver, BC.

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 Lee Valley Tools

Lee Valley Tools has been meeting the needs of serious woodworkers and gardeners for almost 30 years as one of the leading mail-order and retail suppliers of woodworking tools, gardening tools, and cabinet hardware. Veritas® Tools, the research, development and manufacturing division, continues to be one of the most innovative hand-tool design firms in the world, producing unique and high-quality products. Lee Valley has 13 retail stores throughout Canada, each offering a unique and broad selection of in-store seminars for gardeners and woodworkers. More information on Lee Valley is available at www.leevalley.com

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