double|u products

days ago

The National Parenting Center's Seal of Approval Goes to the DaysAgo Digital Day Counter

Cupertino, CA, Nov. 6, 2006 – The DaysAgo™ Digital Day Counter received The National Parenting Center's Seal of Approval, considered one of the most prestigious awards in the industry.

The Seal of Approval program by the National Parenting Center, known as the world's leading parent advocacy organization, aims to independently test products to find those that will be most helpful to families. The testing process is conducted over an eight week period. The National Parenting Center gives parents, children, and educators the opportunity to examine a variety of submitted products and review features such as desirability, sturdiness and interactive stimulation . Results are based on both statistical averaging and comments received from the parent/testers.

"The DaysAgo Digital Day Counter is a great tool to help me provide fresh food for my children. As a busy, new parent, I don't have the time or energy to find all of the right products for my children, so I rely on advice from respected authorities on products for parents," said Jennifer Della Gatta, a mother of two. "I appreciate the rigorous review process of The National Parenting Center's Seal of Approval program so that I can make good decisions for my family."

The DaysAgo removes the guesswork of knowing how many days ago a food container was opened. By "counting days up," the DaysAgo can track food products that spoil quickly, including baby food, sauces and salsas. For example, the DaysAgo can provide 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. Its digital screen easily affixes to containers via magnet or suction. 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 Seal of Approval for the DaysAgo Digital Day Counter, visit http://www.tnpc.com/search/tnpcarticle2.asp?rec=5320.

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.

PRESS CONTACTS:

Debbie Stephens Stauffer
Co-founder and Principal, double u products, inc.
Telephone: (408) 981-9078
Email: debbie@doubleuproducts.com
Fax: (408) 608-0316 fax

Christine Dunn
Savoir Media Co.
Telephone: (617) 484-1660
Email: daysago@savoirmedia.com

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