



INNOVATIVE NEW PRODUCT PUTS AN END TO THE QUESTION “HOW OLD IS THIS JAR OF FOOD?”

~double u products Launches DaysAgo, the First Ever Digital Day Counter~

CUPERTINO, CA, March 24, 2006 – double u products, a Cupertino, CA based company launches the first ever digital day counter, the DaysAgo. With one touch of a button, this unique device starts to record the days elapsed since an action occurred. The DaysAgo is placed on top of food containers to identify how many days ago the container was opened so that the consumer will know when the contents are likely to expire.

Organic and natural food products often expire 3-10 days after a container is opened, yet these products do not list a specific date of expiration because it is dependent upon the opening of the container. The DaysAgo solves this problem by tracking the days on its digital LCD screen after the user pushes the start button. It can be attached to a food container with a magnet or suction cup seal. It is easy to re-use and reset with the duration tracked up to 99 days.

“The DaysAgo is a perfect solution for foods like applesauce, pasta sauce, salsa, baby food, and even leftovers,” said Kathleen Whitehurst, one of the product’s inventors. “Consumers can now eliminate the doubt of knowing when to throw it out!”

The uses of the DaysAgo also extend beyond the kitchen to monitor waterings for plants, track time between beauty treatments and physical regimens, record time for oil changes, pool cleanings, and more. This device will display how many days ago anything happened.

About The Inventors

Debbie Stephens Stauffer and Kathleen Whitehurst invented the DaysAgo. Last summer, Kathleen was visiting Debbie and helping with the feeding of Debbie’s younger son, Boone. She noticed that the baby food in the jar expired 2-3 days after opening and wondered how that was tracked. Debbie noted that the lifestyle of new parents these days is so overloaded that it is difficult to manage those details. Caregivers often throw out the food only because they can’t remember when or by whom it was opened. Jar after jar, the cost of this problem adds up quickly. These two mom entrepreneurs realized there needed to be a solution to this common mystery for baby food— and everything else— left in the refrigerator. In turn, they hoped to enable households to be more efficient and less wasteful with their resources.

Since the DaysAgo invention was previewed at an international trade show, the public has unexpectedly submitted numerous responses to the question, “How many days ago did you...” Consumers and buyers have put a game-like twist on identifying the most creative response. A list will be available soon on the double u website for more people to announce their original ideas.

double u products. Established by two mothers and inventors in the summer of 2005, double u products is founded on the principles to conserve resources and find common sense solutions.

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