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DaysAgo Chosen by Omni Hotels as a Featured Product in the "Sensational Wednesdays" Program

DaysAgo Digital Day Counter to Be Distributed to Members of Omni Hotels' "Select Guest" Program Every Wednesday During the Month of June.

Cupertino, CA, May 2007 – The DaysAgo™ Digital Day Counter, which counts days to help families avoid food spoilage and manage anything else in their life that needs tracking, was chosen by Omni Hotels as one of the hotel brand's featured products for its "Sensational Wednesdays" program.

The DaysAgo will be distributed every Wednesday during the month of June to members of Omni Hotels' loyalty program, Select Guests, who are staying at the company's 40 hotels and resorts across North America. "Sensational Wednesdays" is a program by Omni Hotels that aims to reward members of its Select Guest program with a unique, special indulgence. Each product is specially chosen to appeal to one of the five senses and is delivered to a guest's room alongside their complimentary morning beverage service. By using a brief survey card that is delivered with the item, guests can provide feedback regarding the "Sensational Wednesdays" program and the item.

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.

"We are thrilled that Omni Hotels asked us to participate in this unique program," said Kathleen Whitehurst, who invented the DaysAgo with business partner and friend Debbie Stephens Stauffer. "We hope that Omni Hotels' loyal guests will find the DaysAgo not only a special indulgence, but a useful gadget for helping them keep track of their busy lives."

Stephens Stauffer and Whitehurst founded their Cupertino, California-based company, double u products, on the principles of conserving resources and finding common sense solutions to every day tasks. The DaysAgo was inspired by a desire to keep the food in

their own refrigerators safe for their families. Earlier this year, the gadget was named the Best New Household Product of 2007 by Good Housekeeping at the magazine's 12th Annual "Good Buy Awards" ceremony.

Omni Hotels was recently ranked "Highest in Guest Satisfaction Among Upscale Hotel Chains" in the J.D. Power and Associates 2006 North America Hotel Guest Satisfaction Study(SM) for the second year in a row. From exceptional golf and spa retreats to dynamic business settings, the company, with headquarters in Irving, Texas, offers luxury accommodations at 40 hotels and resorts in leading business gateways and leisure destinations across North America.

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

Information about Omni Hotels' "Sensational Wednesdays" program can be found at:
<http://www.omnihotels.com/AboutOmniHotels/Press/PressReleases/061102PressRelease.aspx>

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