



double|u products



***double u products, inc.
Expands Distribution of
Award-Winning DaysAgo into Scandinavia***

***DaysAgo will be distributed in Sweden, Finland, Norway and Denmark
through popular regional distributor, WorldWise Baby.***

Cupertino, CA, May 2007 – double u products, inc., maker of the award-winning DaysAgo™ Digital Day Counter, is expanding distribution of the popular household gadget into Sweden, Finland, Norway and Denmark.

DaysAgo is being distributed across Scandinavia through WorldWise Baby, an import company that specializes in high-quality baby products with a unique design or function. They look for products that provide households in the region with a service that is otherwise unavailable in the market.

“The international launch of the DaysAgo is truly a watershed 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 Debbie Stephens Stauffer. “We are thrilled to be working with WorldWise Baby to help families across the globe with their household tasks.”

DaysAgo, which last year won the Good Housekeeping “Good Buy Award,” is the first digital day counter that answers the age-old question, "How many days ago did I open this?"

Originally designed to help families avoid food spoilage, 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.

Days Ago is available on the shelves of two baby-store chains in Sweden: Babyland, which has locations in Stockholm, Malmo and Helsingborg, and Barnens Hus. The gadget also is available at Rummet inredning & design, a design store in Sundsvall.

DaysAgo was first introduced in the region at the prestigious Scandinavian design shows in Stockholm, Sweden (Formex) and Herning, Denmark (Formland).

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 <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

###