



double|u products



Award-Winning DaysAgo Embraced by Busy Families Worldwide for Its Convenience and Money-Saving Benefits

St. Helena, CA, June 10, 2008 – The award-winning DaysAgo™ Digital Day Counter has been embraced by families worldwide for its convenience and ability to help them eliminate waste and save money with just the touch of a button.

Families across the U.S. as well as in Canada, Europe, Australia and Japan have found the DaysAgo indispensable for helping them keep track of household chores ranging from changing the water filter to watering plants; monitoring health-related items such as dispensing medications or giving up smoking; and taking care of pets, for example by tracking when to change kitty litter or give heartworm pills.

The DaysAgo also has helped families avoid food spoilage and save money by helping them keep track of the age of items in their refrigerators and kitchen cabinets. At a time when rising food and energy prices are squeezing family budgets, the DaysAgo has become indispensable to households.

“We were inspired to create the DaysAgo by our own families, and our own efforts to keep the food in our refrigerators safe,” said Kathleen Whitehurst, president of double u products, the maker of the DaysAgo, and co-inventor of the gadget. “Our customers have embraced the DaysAgo and shared with us its many uses around the home, the variety of which continues to grow.”

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, a suction for others, or can wrap around with a band. It has a digital screen that counts days after the touch of a button.

Named the Best New Household Product of 2007 by Good Housekeeping at the magazine's 12th Annual “Good Buy Awards” ceremony, the DaysAgo also has won the iParenting Media Award, The National Parenting Center's Seal of Approval, and the International Housewares Design Award (2007 Finalist).

The DaysAgo also comes in a special Pink edition to help raise awareness about breast cancer. Whitehurst, a nine-year survivor of the disease, created the Pink to encourage all

women to keep track of monthly self-breast examinations. Women can simply stick the DaysAgo to their bathroom mirror as an easy, simple daily reminder. 10 percent of all sales from the Pink DaysAgo will be donated towards breast cancer awareness and research programs.

About double u products, inc.

The 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. The company, double u products, inc., is based in the city of Saint Helena in California's Napa Valley. An online press kit of the DaysAgo is available at www.howmanydaysago.com/press.php

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