



double|u products



DaysAgo to Be Sold at H-E-B Grocery in Texas

Distribution agreement significantly expands the distribution of the DaysAgo Digital Day Counter throughout the state.

Cupertino, CA, June 2007 – The award-winning DaysAgo™ Digital Day Counter, which counts days to help families avoid food spoilage and manage anything else in their life that needs tracking, will be initially sold through 35 H-E-B grocery stores in Texas, significantly expanding the product's distribution in that state.

Like the DaysAgo, H-E-B is a family-owned operation that was founded a century ago in Kerrville. H-E-B, which is committed to offering the finest quality and freshest foods to families in Texas and Mexico, educates its consumers on food freshness, handling and storage on its Web site, and is reinforcing these lessons by offering the DaysAgo, a tool that can help consumers track freshness.

“We are very pleased to be working with a company like H-E-B who shares our goals of finding ways to help families manage their lives in a healthful way,” said Kathleen Whitehurst, who invented the DaysAgo with business partner and friend Deborah Stephens Stauffer.

DaysAgo, developed by double u products inc., also has information for consumers about food freshness on its Web site, <http://www.howmanydaysago.com>.

The gadget, the first to answer the age-old question, "How many days ago did I open this?", won the 2007 Good Housekeeping “Good Buy Award.”

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.

The distribution agreement with H-E-B is the second for Texas this year for double u products, which last month announced an agreement with Irving-based Omni Hotels. The

DaysAgo is one of the hotel brand's featured products for its "Sensational Wednesdays" program this month. DaysAgo™ will be distributed every Wednesday to members of Ommi Hotels' loyalty program.

The DaysAgo also can be found in Bloom Maternity and The Guenther House in San Antonio; Gourmet Pantry in Lubbock; Sugarbakers in San Angelo; and Zinger Hardware in Austin.

About double u products,

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>

About H-E-B

For more than 100 Years, H-E-B has strived to provide the best customer experience at every day low prices. One of the nations largest independently owned food retailers, H-E-B has over 300 stores and serves millions of customers in more than 150 communities throughout Texas and Mexico. Information about H-E-B can be found at <http://www.heb.com>

PRESS CONTACTS:

Kathleen Whitehurst
Co-founder and principal, double u products, inc.
Telephone: (408) 981-9078
Email: Kathleen@doubleuproducts.com
Fax: (408) 608-0316 fax

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

Cindy Gomez
Director Cook N Grill
H-E-B Grocery Stores
Telephone: (210) 938-8510
Email: gomez.cindy@heb.com
Fax: (210) 938-7725

###