



double|u products



New Pink DaysAgo Introduced to Promote Breast Cancer Awareness

Pink DaysAgo, inspired by co-inventor Kathleen Whitehurst's eighth anniversary as a breast cancer survivor, will be sold on the company's Web site.

Saint Helena, CA, August 2007 – When it comes to breast cancer, early detection is the key to survival. No-one knows that better than Kathleen Whitehurst, co-inventor of the award-winning DaysAgo™ Digital Day Counter -- and an eight-year breast cancer survivor.

Whitehurst's company, double u products inc., is introducing a new pink DaysAgo counter as part of her commitment to helping women of all ages get into the habit of doing regular self breast exams. Details about the pink DaysAgo can be found on the company's Web site, <http://www.howmanydaysago.com>.

“I feel very blessed to be a survivor of breast cancer, the most common cancer in women,” said Whitehurst, who underwent a mastectomy and chemotherapy to fight her disease. “I want women to remember every month to do their self exams, which are designed to find early tumors. When breast cancer is found early, and confined to the breast, the chances for survival are the greatest.”

The award-winning DaysAgo counts days to help families manage and organize anything in their lives that needs tracking. Originally designed by Whitehurst and her business partner, Debbie Stephens Stauffer, to help busy families keep track of food freshness in their refrigerators, the DaysAgo has become a lifestyle product that is used for everyday tasks ranging from taking medications to changing water filters.

Winner of the 2007 Good Housekeeping “Good Buy Award,” the DaysAgo affixes to containers, cabinets or mirrors through either a magnet for metal surfaces or a suction for others, and has a digital screen that counts up the days after the touch of a button.

The idea for the pink DaysAgo was conceived by Kathleen's daughter, Jamie Whitehurst, who was inspired by her experience of helping her mom through her illness and walking side-by-side with her in the 3-Day Walk after she recovered.

“When I was diagnosed, my son and daughter were 22 and 20. Jamie was getting ready to graduate from college, and we were also in the middle of planning her wedding,” Whitehurst said. “That really kept me going — we managed to have such great laughs together. She made sure that my bald head, and missing eyebrows and lashes didn’t stop me from feeling like a million bucks on her wedding day.”

Jamie now works with her mom as vice president of double u products, inc.

October is breast cancer awareness month, and the pink DaysAgo is available for retail purchase as well as distribution at fundraising events for this important cause. For information on purchasing the special edition at wholesale cost, please visit <http://www.howmanydaysago.com>, call 1.800.401.4906, or email orders@howmanydaysago.com.

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. Their 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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