



double|u products



***double u products, inc.  
Introduces New 2007 Line of  
DaysAgo Digital Day Counters!***

***New and improved DaysAgo features improved suction attachment and battery access, as well as a new package design.***

Cupertino, CA, May 2007 – double u products, inc., maker of the award-winning DaysAgo™ Digital Day Counter, is introducing a new and improved line of the popular household gadget for 2007.

DaysAgo, originally designed to help families avoid food spoilage, features a new suction attachment, improved battery access for ease of use, and larger packaging with more colorful graphics that provide consumers with useful tips about keeping food fresh.

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?"

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.

“Every day consumers tell us about how they found a new use for the DaysAgo, from keeping track of when to change their water filter to organizing the jars in their refrigerator,” said Debbie Stephens Stauffer, who invented the DaysAgo with business partner and friend Kathleen Whitehurst. “We have taken their feedback and made improvements that we hope will make the DaysAgo even more useful for households.”

The popular suction cup style of the DaysAgo is now larger and stronger, making it perfect for smooth surfaces such as glass, plastic and mirrors. The DaysAgo also is equipped with a new release tab that makes it easier and safer to remove the gadget.

The gadget's back battery panels also have been improved. For the magnet-style DaysAgo, the back plate exposes the screws of the panel to make replacement of the battery more intuitive, and convenient. The suction-style Days Ago will no longer have a sticker on its back panel, again making access to the screws simple and easy to find. As with the original DaysAgo, the batteries are replaceable with a simple G8, or typical watch battery, that lasts about 18 months.

The new packaging for the DaysAgo provides more information for consumers about the product's features and instructions for its use. The packaging is larger, with colorful graphics and details on food freshness tips and expiration dates provided by the U.S. Food and Drug Administration, which also can be found on the company's Web site, [www.howmanydaysago.com](http://www.howmanydaysago.com). The DaysAgo's directions also have been improved by providing more specific instructions on such details as replacing the battery.

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, and is founded on the principles of conserving resources and finding common sense solutions. An online press kit of the DaysAgo is available at <http://www.howmanydaysago.com/press.php>

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