If all your dates are posterior to the 1st of January of 1970, you could use something like:

$today = date("Y-m-d");  
$expire = $row->expireDate //from db  
  
$today\_time = strtotime($today);  
$expire\_time = strtotime($expire);  
  
if ($expire\_time < $today\_time) { /\* do Something \*/ }

If you are using PHP 5 >= 5.2.0, you could use the DateTime class:

$today\_dt = new DateTime($today);  
$expire\_dt = new DateTime($expire);  
  
if ($expire\_dt < $today\_dt) { /\* Do something \*/ }

Or something along these lines.