



**CONTACT:** Lindsey Groepper  
317.806.1425 x. 14  
Lindsey@blastmedia.com

**FOR IMMEDIATE RELEASE**

**TANITA AND IRONMAN PARTNER TO PROVIDE ATHLETES WITH A BODY COMPOSITION MONITOR DESIGNED TO MEET THEIR TRAINING GOALS**

ARLINGTON HEIGHTS, IL (June 20, 2005) – Tanita Corporation, manufacturers of the world’s best-selling Scale *plus* Body Fat Monitors, introduce the new Ironman InnerScan Body Composition Monitor. Ironman InnerScan gives you greater control over monitoring and improving your health and fitness – as well as essential information for staying healthy and living an athletic lifestyle.

For top tier athletes, individuals involved in intense training and those striving to take their performance to the next level, Tanita’s new Ironman co-branded line of monitors feature the body composition analysis technology of the InnerScan monitors combined with the dedication to peak performance and athletic accomplishment that the Ironman name represents.

The Ironman InnerScan monitors use the most advanced technology available to examine total body composition, including body fat percentage, total body water percentage, muscle mass, bone mass, basal metabolic rate, metabolic age, visceral fat and physique rating. The three models (BC-552, BC-553, BC-554) show readings on a large, easy to read 2.25” LCD display and have a weight capacity of 330 pounds. They retail between \$99.99 and \$129.99. All Tanita scales have been cleared by the U.S. Food and Drug Administration.

“This partnership is an ideal fit for Tanita because the brands share a commitment to optimum health,” said Beth Mackey, Marketing Director, Tanita Corporation of America. “Tanita and Ironman appeal to the same customer: one that is health-conscious, active and committed to understanding more about overall body

-more-

wellness. We see these partnerships as a chance to make an immediate impact in retail environments.”

All measurements are calculated by using the bioelectrical impedance analysis (BIA) method. BIA calculates body composition by sending a low-level, safe electrical signal through the body. Based on the level of resistance and the user’s height, weight and gender, the measurements are taken safely, accurately and conveniently in the home.

### **Tanita Corporation of America**

For over 60 years, Tanita has been a world leader in precision scales. We have a strong presence in medical, education, fitness, commercial and consumer markets. Tanita’s performance, innovation and durability are trusted worldwide. Tanita’s dedication to helping people enjoy healthier lives has led to the development of products that take innovative design one step further by providing added value and precision. For more information on Tanita and their products, visit [www.Tanita.com](http://www.Tanita.com).

### **Ironman**

The Ironman Triathlon, now celebrating more than 26 years of history, is known as the world's most challenging endurance event. The Ironman consists of a 2.4-mile swim, 112-mile bike and a 26.2-mile run. Each year, more than 45,000 athletes vie for one of the 1,700 coveted spots to the Ironman Triathlon World Championship held each October in Hawaii. Athletes have the opportunity to qualify at one of the 26 races around the globe and typically dedicate at least six months to train for an Ironman event. For more information, log on to the official Ironman Web site at [www.ironmanlive.com](http://www.ironmanlive.com).

###