



FOR IMMEDIATE RELEASE

TANITA INTRODUCES ENHANCED 1479Z MINI SCALE FOR ACCURACY IN MULTIPLE PROFESSIONAL SETTINGS

New lower profile 1479Z offers added convenience and efficiency

ARLINGTON HEIGHTS, IL (April 2, 2008)—Tanita Corporation, world leader in digital pocket scales, introduces its new lightweight and precision digital scale - the 1479Z. This new scale is an enhanced version of Tanita's 1479V, the world's leading pocket mini scale. The 1479Z is 33 percent thinner than the 1479V model, making it even more convenient for users to carry and store, and offers a capacity of 200 grams - a 67 percent increase. The 1479Z offers four weighing modes (gram, ounce, troy ounce, penny weight), allowing for optimum accuracy in a variety of professional industries including pharmaceutical, laboratories, precious metals, precious and semi-precious stones, jewelry, law enforcement and dental activities.

"Tanita introduced the world's first pocket scale almost 20 years ago, providing professionals with unmatched accuracy," said Allyson Smith, Director of Marketing, Tanita Corporation of America. "The 1479Z is a natural evolution in our mini scale line, offering our professional customers multiple choices for their precision weighing needs. They will appreciate our newest mini scale's low profile design and can rely on it to provide them with precise results in a variety of modes."

At only 0.4 inches thick and lightweight at 3.7 oz., this mini scale allows for easy storage and traveling. Tanita's 1479Z is backed by a two-year warranty and is powered by a 1 x CR2032 battery, which is included at purchase. In addition, it features an easy-to-read, four-digit LCD display and provides professional, accurate results with its 200 gram capacity. The dimensions of the 1479Z are 3.0" x 6.3" x 0.4".

The scale retails for \$58.50 and is now available for professionals in a variety of industries—from jewelry to law enforcement – at www.miniscale.us.



Tanita Corporation of America

For more than 60 years, Tanita has been a world leader in precision scales. With a strong presence in medical, education, fitness, commercial, and consumer markets, Tanita's performance, innovation and durability are trusted worldwide. Tanita's products take innovative design one step further by providing added value and precision. For more information on Tanita and their products, visit www.Tanita.com.

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