



**FOR IMMEDIATE RELEASE**

**TANITA ANNOUNCES AVAILABILITY OF DISCREET BODY COMPOSITION MONITOR WITH EXTENSIVE RECALL CAPABILITIES**

*Featuring recall on seven different functions and a 4-person memory, the BC-583 InnerScan Body Composition Monitor is low-profile and lightweight*

ARLINGTON HEIGHTS, IL (March 22, 2009) – Tanita Corporation, manufacturer of the world's first body fat composition monitor and industry leader, announces the availability of the BC-583 InnerScan Body Composition Monitor - the newest addition to its InnerScan product line.

Cleared by the U.S. FDA, the BC-583 performs an impressive nine functions: weight, body fat percentage, body water percentage, muscle mass, physique rating, daily caloric intake, metabolic age, bone mass, and visceral fat.

With its unique, ultra-modern design, the BC-583 is one of the thinnest and most lightweight body composition monitors in the industry at only 0.7 inches thick and weighing only 3.5 pounds. The monitor also offers total recall on seven of its functions, (expanded from the more traditional recall of four functions) allowing users to conveniently look at the last set of readings to gauge progress. With the BC-583, Tanita offers the marketplace the same unconditional guarantee in quality, performance, and value expected from Tanita's InnerScan collection of products.

"The BC-583 is a body composition monitor where performance and style meets affordability. It's designed for those who want the maximum variety of readings for tracking their fitness and health levels over time," said Allyson Smith, Marketing Director, Tanita Corporation of America. "Tanita is proud to bring this low-profile scale to market, offering consumers the most extensive analysis and tracking available in one extremely fashionable product."

Measurements are taken safely, accurately, and conveniently in the privacy of your own home. The BC-583 uses the bioelectrical impedance analysis (BIA) method. BIA calculates an accurate body composition reading by sending a low-level, safe electrical signal through the body. After programming in the user's height, weight, and gender, measurements are calculated

by measuring the level of resistance the signal receives as it moves through fatty and muscle tissue.

The BC-583 has a four person memory, a weight capacity of 330 pounds and comes with a 3-year warranty. The ultra-sleek black platform features an illuminated display function when feature is engaged, plus the scale's platform measures 11.8" x 13", and its LCD display measures 1.6" x 2.6". The BC-583 has an MSRP of \$99.99 and will be available this summer at [www.TheCompetitiveEdge.com](http://www.TheCompetitiveEdge.com).

**Tanita Corporation of America**

Tanita has been a world leader in precision scales for almost 65 years, and has 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.TheCompetitiveEdge.com](http://www.TheCompetitiveEdge.com).

# # #