



FOR IMMEDIATE RELEASE

TANITA INTRODUCES NEW CONSUMER BABY SCALE TO HELP MONITOR BABY'S WEIGHT AT HOME

New BD-590 Guarantees Weight Sensitivity for Even the Smallest Family Members

ARLINGTON HEIGHTS, IL (July 9, 2007) – Tanita Corporation, the world leader in precision scales, today introduces their new consumer baby scale, the BD-590. This new baby scale allows users to track their baby's weight and height from the comfort of their home with the same accuracy as the pediatrician's office.

The BD-590 is designed as an all-in-one weight measurement unit with no moving parts, making cleaning easy. Other features of the BD-590 include: Tanita's patented four-point load cell technology, a self adhesive measuring ruler to measure baby's height progress, and a recall feature to track previous measurements. In addition, Tanita offers a lifetime product guarantee for the BD-590 if purchased through www.thecompetitiveedge.com. If for any reason a scale is not functioning properly, Tanita will ship a replacement scale within 24 hours. The BD-590 is lightweight at only 4.8 lbs. and features an optional carrying case for families or healthcare professionals on the go.

"Many parents want to closely monitor their baby's growth after birth, especially parents who delivered prematurely or a baby with low birthweight. However, weekly visits to the pediatrician's office can be costly and impractical," said Keith Erickson, Sales Manager, Tanita Corporation of America. "Tanita's BD-590 baby scale was developed to allow consumers to safely and accurately monitor their child's development from the comfort of their home."

The BD-590 is powered by 4 AA batteries (included with the scale) and it has a 40 lb. weight capacity with a 0.5 oz. graduation for accurate readings. All readings are on a large, easy-to-read 1.4" x 2.9" LCD display and are quick and accurate, even if the baby is moving around. The scale can be purchased at www.thecompetitiveedge.com where all orders will be shipped within 24 hours of being placed.

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.

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