



FOR IMMEDIATE RELEASE

**TANITA INTRODUCES NEW PEDIATRIC / NEONATAL SCALE
TO HELP MONITOR BABY'S WEIGHT**

New BD – 815U Guarantees Weight Sensitivity and Ease of Use for Pediatric Professionals

ARLINGTON HEIGHTS, IL (July 20, 2007) – Tanita Corporation, the world leader in precision scales, today introduces their new professional pediatric scale, the BD-815U. The new weight scale boasts increased resolution, designed specifically to weigh premature infants and babies that are having difficulty gaining weight.

The BD-815U features incredible weight sensitivity for the health care professional. The BD-815U measures weight in .1 oz (2 g) increments up to 12 lbs (6 kg) for monitoring even the smallest weight gain, and then at .2 oz (5 g) up to 33 lbs (15kg). For more precise readings, the extend feature allows for measuring in .05 oz (1 gram) increments up to 33 lbs. When the AC adapter (supplied standard with the scale) is used, the large 1.3" x 3.5" display features a backlight LED display. Other features include a removable basket for easy cleaning, memory, weight gain recall and an RS-232 output so data can be captured electronically. Never having to be calibrated, the BD-815U has adjustable feet, a level gauge to stabilize, and a washable soft baby mat that is contoured to the basket for added safety and comfort.

"The weight sensitivity on the BD-815U is unmatched and we are confident that the scale is going to become extremely popular among pediatricians," said Allyson Smith, Director of Marketing, Tanita Corporation of America. "Every ounce gained is important for a premature baby, and this new scale makes it even easier for pediatricians to measure each baby's progress."

The BD-815U is powered by 4 AA batteries or can be plugged-in to a DC outlet. It is available now for \$995. Weighing only 11 lbs. and designed for extended use, the BD-815U comes with a 3-year warranty and an optional carrying case (model C-110) for protected mobility. Also available is the new BD-590 - a lighter, more portable baby scale designed for pediatric professionals or nurses who make house calls, and parents who want to monitor their baby's

progress at home. The BD-590 is available now for \$369.99 – both scales are available for purchase at www.thecompetitiveedge.com

Tanita Corporation of America

For over 60 years, Tanita has been a world leader in precision scales. They 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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