



FOR IMMEDIATE RELEASE

TANITA INTRODUCES FIRST BODY FAT SCALES FOR CHILDREN

New Ironkids Scale Encourage Children to Reach Desired Health Goals Early in Life

ARLINGTON HEIGHTS, IL (September 1, 2010) – Tanita Corporation, a global leader in precision electronic scales for over 60 years, introduces the Tanita BF-2000 Ironkids Scale. This FDA cleared device is the first of two body fat scales developed and designed specifically to encourage healthy lifestyles for children at an early age. The release of these two scales makes 2010 one of Tanita’s biggest new product introduction years in quite some time.

The percentage of overweight children in the United States is growing at an alarming rate, with 1 out of 3 kids now considered overweight or obese. Tanita is helping to combat this childhood obesity epidemic with a new line of body fat scales for children. Weight and body mass index (BMI) alone can be misleading, so Tanita designed child body fat scales to give parents, educators and care givers a true picture of children’s health and fitness levels. These scales are designed for children ages 5 to 17 years old, taking each gender’s physical developmental milestones into account for accurate readings. Boys increase their fat mass until puberty and then replace fat with muscle mass; girls continue to increase their body fat levels as puberty progresses. Standard scales and BMI charts cannot distinguish fat from lean body mass. Tanita’s new body fat scales provide a more accurate picture of their health and fitness by measuring and classifying healthy body fat levels for children using FDA cleared bioelectrical impedance analysis (BIA) technology.

“There is a clear link between childhood obesity and serious health problems in adulthood,” said Keith Erickson, Sales Manager, Tanita Corporation of America. “Our new child body fat scales are designed to help parents and educators communicate the importance of health and fitness from an early age and positively reinforce children for meeting specific health goals.”

Tanita’s child body fat scales are specially designed for young users. They are user-friendly, with smaller platforms for children’s’ feet, with non-slip features. The BF-2000 Ironkids scale is designed with ANT+ wireless protocol enabling measurements to be wirelessly transmitted to a computer or remote display. This provides secure and confidential transmission of the data

while also providing powerful tracking ability, reinforcing behavior and lifestyle changes to sustain motivation.

The Tanita BF-2000 will be available in early spring 2011, sold exclusively by www.thecompetitiveedge.com. Expected retail price of \$179.99 will include scale platform and tracking software. For more information please visit Tanita.com.

Tanita Corporation of America

Tanita has been a world leader in precision scales for over 60 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.

About Garmin

Garmin Ltd. (Nasdaq: GRMN) is the global leader in satellite navigation. Since 1989, the Garmin group of companies has designed, manufactured, marketed and sold navigation, communication and information devices and applications – most of which are enabled by GPS technology. Garmin's products serve automotive, mobile, wireless, outdoor recreation, marine, aviation, and OEM applications. Garmin Ltd. is incorporated in the Cayman Islands, and its principal subsidiaries are located in the United States, Taiwan and the United Kingdom. For more information, visit Garmin's virtual pressroom at www.garmin.com/pressroom or contact the Media Relations department at 913-397-8200. Garmin is a registered trademark, ANT and ANT+ are trademarks and Garmin Connect is a service mark of Garmin Ltd. or its subsidiaries.

Ironman

World Triathlon Corporation (WTC), owner and organizer of the Ironman Triathlon, is a Florida-based company recognized for athletic excellence, performance and quality products. Each year, more than 120,000 athletes compete for coveted slots in either the Ford Ironman World Championship, held every October in Kailua-Kona, Hawaii or the Foster Grant Ironman World Championship 70.3 held in Clearwater, Florida. Throughout its 32-year history, Ironman has transformed from an event into a lifestyle and sports brand that includes licensed products and television production. Ironman has global reach with more than 66 events worldwide and continues to inspire millions each year to establish goals and take on new personal challenges, demonstrating the Ironman mantra, "ANYTHING IS POSSIBLE™." For more information on Ironman, visit www.ironman.com

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