



FOR IMMEDIATE RELEASE

TANITA INTRODUCES FIRST BODY FAT SCALES FOR CHILDREN

New Kids 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-689, the industries first home-use body fat scale for kids. This FDA cleared device is one 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-689 body fat scale is designed with an instant on and auto recognition feature so the child only needs to step onto the scale for measurements- the ultimate ease of use. A large back lit LCD display is used to

display weight and body fat percentage. And finally, a unique color coded body fat judgment is used to classify body fat health.

The Tanita BF-689 will be available in early February 2011, sold exclusively by www.thecompetitiveedge.com with an expected retail price of \$89.99. 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.

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