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TANITA INTRODUCES PORTABLE SCALE FOR ON-THE-MOVE HEALTH MONITORING

New HD-357 provides accurate, digital weight measurements with a lightweight design for portability

ARLINGTON HEIGHTS, IL (March 22, 2009) – Tanita Corporation, the world’s leader in precision electronic scales, introduces the HD-357 Portable Scale. Weighing just 3.5 pounds, the HD-357 is the perfect fit for health-conscious consumers who want mobility and precision in their scale, or for those with minimal storage space. This weight-only monitor features a lightweight and low profile design, as well as a handle built discretely into this portable scale.

In conjunction with Tanita’s unconditional guarantee of quality, performance, innovation, and value, the HD-357 provides users with accurate and efficient weight measurements on its digital display. The scale features a minimalistic and clean design, with an ergonomic built-in handle for easy carrying. It measures 12.3”x12.3” with a height of just .6 inches. The HD-357 is available in candy apple red, gold, silver and white.

“In our on-the-go culture, there is an ever-increasing need for products that are easy to take from place to place and simple to store,” says Allyson Smith, Marketing Coordinator, Tanita Corporation of America. “To answer this need, Tanita proudly introduces the convenient, ultra-low profile and incredibly lightweight HD-357. The scale features the built-in handle that creates a design that is both functional and aesthetically appealing.”

The HD-357 Portable Scale is backed by a three-year warranty. In addition, it features a five-digit 1.4” x 3.1” LCD display, providing professional and accurate results, and a 330-pound capacity. The scale retails for \$64.99 and is available at www.TheCompetitiveEdge.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.