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**TANITA ANNOUNCES AVAILABILITY OF FIRST RADIO WIRELESS
BODY COMPOSITION MONITOR FOR CONSUMERS**

*With the FDA-cleared BC-590BT, Users Transmit In-Depth Data to
Any Bluetooth Device for Recording of Long-Term Fitness Results*

ARLINGTON HEIGHTS, IL (March 22, 2009) – Tanita Corporation, the global leader in bathroom scale technology for over 60 years, announces their achievement in the evolution of radio wireless technology and consumer fitness monitoring with the introduction of the BC-590BT InnerScan Radio wireless Body Composition Monitor. As the newest addition to the radio wireless line, the BC-590BT is the first consumer monitor to transmit weight and full body composition readings to any Bluetooth-enabled device, such as a personal computer, for easy and long-term tracking.

The new radio wireless scale is one of nine new products being launched at this year's show, proving that Tanita continues to innovate and lead the personal health market in 2009. Using the most advanced radio radio wireless technology for secure transmission, Tanita's BC-590BT is designed for today's savvy consumers who want a hassle-free way to keep detailed records of their fitness, health and wellness levels over time.

"As the rest of the world goes radio wireless, Tanita has emerged by being the first to incorporate this technology into consumer bathroom monitors," said Heather Bundgaard, Marketing Manager, Tanita Corporation of America. "The BC-590BT is a shining example of Tanita's unconditional guarantee in quality, performance, innovation and reliability, and we are proud to be first to market."

By using Tanita's free downloadable Healthy Edge™ tracking software, consumers are able to easily and automatically track and graph their fitness and health levels. Other Tanita products, such as pedometers, can also be manually incorporated and tracked. The BC-590BT is also compatible with Microsoft® HealthVault™ and comes packaged with a 2.0 USB Bluetooth adapter.

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In addition to weight, body fat percentage and body water percentage, the BC-590BT Radio wireless Body Composition Monitor provides measurements on the following:

- Muscle mass – the weight of muscle in your body
- Physique rating - the level of fitness based the ratio of body fat and muscle mass in the body
- Daily caloric intake - the estimated number of calories that can be consumed within the next 24 hours to maintain current weight based on basal metabolic rate (BMR)
- Metabolic age rating – compares your basal metabolic rate to the average age associated with that level of metabolism
- Bone mass - the weight of bone in the body
- Visceral fat - the fat in the abdominal cavity surrounding the vital organs

All measurements are calculated by using the bioelectrical impedance analysis (BIA) method. BIA calculates an accurate body composition reading by sending a low-level, safe electrical signal through the body. Based on the level of resistance and the user's height, weight, and gender, the measurements are taken safely, accurately, and conveniently in the home.

The BC-590BT Radio wireless Body Composition Monitor has a sleek design with a glass base and brushed chrome accents. Available for \$249.99 at www.TheCompetitiveEdge.com, the monitor features a 330 pound weight capacity and provides readings in 0.2 pound weight increments. Like all Tanita body composition monitors, the BC-590BT has been cleared by the U.S. Food and Drug Administration and has a 1-year warranty.

Tanita's other product in the radio wireless line is the HD-351BT Radio wireless Digital Weight Scale, which employs the same radio wireless technology. The HD-351BT is user-friendly with a low-profile design and oversized platform, featuring a 440 pound weight capacity and extra-large 2-inch digital display. The HD-351BT has a 1-year warranty, retails for \$209.99 and is available now 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.

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