



**FOR IMMEDIATE RELEASE**

**TANITA ANNOUNCES AVAILABILITY OF IRONMAN BC-350 BODY COMPOSITION MONITOR, MOST ACCURATE FITNESS INSTRUMENT AVAILABLE TODAY**

*Featuring precision 0.1 pound (50 gram) accuracy and an extremely low profile design, Tanita takes its proven technology one step further*

ARLINGTON HEIGHTS, IL (March 22, 2009) – Tanita Corporation, manufacturer of the world's first body composition scale and industry leader, announces the availability of the Ironman BC-350 Body Composition Monitor - the newest addition to its Ironman product line. This new product takes the bathroom scale to an entirely new level, providing consumers the highest levels of precision in health and fitness monitoring, as Tanita continues to head the development and progress for evolution in the industry.

The BC-350 provides maximum accuracy with incremental measurements of just 0.1 lbs (50 grams)—making it the most precise consumer instrument available. This increased weight resolution translates into the highest level of accuracy for measurements like weight, total body fat percentage, body water percentage, muscle mass, bone mass, and much more. The Ironman BC-350's precision gives users the power to accurately assess their overall fitness and to monitor even the smallest changes in their bodies. With this incremental technology, Tanita allows customers to immediately notice changes in their bodies and provides the industry an accurate way to track fitness trends over time.

Offering a powerful and unique design, the BC-350 is the thinnest and most lightweight body composition instrument available today at just over a half inch thick (0.6 in.) and only 3.3 pounds. With the BC-350, Tanita offers the marketplace the same unconditional guarantee in quality, performance, innovation and reliability they have come to expect from Tanita's Ironman collection of products.

“The BC–350 is the highest standard in consumer body composition monitoring for those who want precision and accuracy in their measurements,” said Keith Erickson, Sales Manager, Tanita Corporation of America. “Tanita is proud to bring this cutting-edge tool to consumers, further widening the gap from our competitors. Consumers can now have the most precise information possible, in an extremely low-profile, lightweight and innovative design.”

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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-350 has a four person memory and a weight capacity of 330 pounds, with a 3-year warranty. It has an MSRP of \$269.99 and is available now at [www.TheCompetitiveEdge.com](http://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](http://www.thecompetitiveedge.com).

#### **Ironman**

The Ironman Triathlon, now celebrating more than 26 years of history, is known as the world's most challenging endurance event. The Ironman consists of a 2.4-mile swim, 112-mile bike and a 26.2-mile run. Each year, more than 45,000 athletes vie for one of the 1,700 coveted spots to the Ironman Triathlon World Championship held each October in Hawaii. Athletes have the opportunity to qualify at one of the 26 races around the globe and typically dedicate at least six months to train for an Ironman event. For more information, log on to the official Ironman Web site at [www.ironmanlive.com](http://www.ironmanlive.com).

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