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TANITA INTRODUCES FIRST SEGMENTAL BODY COMPOSITION MONITOR FOR CONSUMERS

BC-558 Brings New Level of Measurement to Athletic Training by Offering Segmental and Full Body Composition Analysis

ARLINGTON HEIGHTS, IL– Tanita Corporation, manufacturer of the world’s first body composition scale to the medical and consumer markets, introduces the latest innovation in home body composition monitoring – the BC-558 Ironman InnerScan Segmental Body Composition Monitor. The BC-558 is the first and only segmental body composition monitor available to consumers to measure body composition in each limb.

Tanita has added handgrips to their standard platform-based electrode system which allows the BC–558 to calculate segmental body composition in addition to the customary full body measurement. The BC–558 gives individual body composition readings for each body segment - trunk, right arm, left arm, right leg, and left leg - as well as complete full body analysis. The BC-558 Ironman InnerScan uses the most advanced technology available to examine total body composition along with segmental body composition. In seconds, the BC-558 displays a complete body composition profile, including weight, total and segmental body fat percentage, body water percentage, total and segmental muscle mass, bone mass, basal metabolic rate, visceral fat, metabolic age and physique rating.

“The BC–558 is the next step in consumer body composition monitoring for dedicated sports and fitness enthusiasts,” said Heather Bundgaard, Marketing Director, Tanita Corporation of America. “Tanita is the only company to offer this high level of body composition monitoring and we’re excited to bring this new analysis to consumers, which is especially helpful for anyone who is monitoring balanced body training or recovering from an injury.”

All measurements are calculated by using the full body bioelectrical impedance analysis (BIA) method. Full body BIA calculates a more accurate body composition 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-558 also features a graph function and graph recall for all results and a clock and calendar to help consumers accurately monitor all fitness levels. The BC-558 has a four person memory and a weight capacity of 330 pounds. All Tanita scales have been cleared by the U.S. Food and Drug Administration. The Tanita Ironman InnerScan Segmental Body Composition Monitor BC-558 has an MSRP of \$299.99 and is available at www.thecompetitiveEdge.com.

Tanita Corporation of America

For over 60 years, Tanita has been a world leader in precision scales. The company boasts 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.Tanita.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.

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