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TANITA INTRODUCES NEW HIGH CAPACITY MINISCALE

New KP-601 features 0.01 Carat Resolution and Ultra High-Capacity of 500 Carats

ARLINGTON HEIGHTS, IL (March 22, 2009) – Tanita Corporation, the world’s leader in precision electronic scales and digital pocket scales, introduces the new KP-601 Digital Miniscale as the newest addition to their miniscale line. The KP-601 features a high capacity of 500 carats (100g) with extreme resolution of 0.01 carat (0.002g).

The KP-601 offers six weighing modes - carat, gram, ounce, troy ounce, penny weight, and grain – offering convenience and accuracy for a variety of professional settings. Industries taking advantage of Tanita miniscales include pharmaceutical, laboratories, precious metals, precious and semi-precious stones, jewelry, law enforcement, and dental. In addition, the KP-601 brings new, unmatched convenience to the industry with its easy-to-read, dual blue backlight LCD display. This dual display allows professionals and their customers the ability to view measurements at the same time, from opposite sides of the counter.

“Tanita introduced the world’s first pocket scale almost 20 years ago, providing professionals with unmatched accuracy,” said Heather Bundgaard, Director of Marketing, Tanita Corporation of America. “The KP-601 is a natural evolution in our mini scale line, offering our professional customers multiple choices for their precision weighing needs. This new miniscale brings the marketplace the same unconditional guarantee in quality performance, innovation, and reliability expected from Tanita’s collection of products.

The KP-601’s unique removable shield/lid eliminates even the slightest influence from drafts or air currents in the professional environment - providing the most accurate readings. It also features adjustable feet, a liquid bubble level, soft jewelry case, gem cup, 100 gram calibration weight, and USB Port, and is backed by a one-year warranty. The miniscale includes an AC adapter or can be powered by four AA batteries (both are included with purchase). The scale weighs just 1.6 pounds and measures 7.3”x 7.4” x 3.0. The KP-601 also provides a unique counting mode for processing large quantities of individual items.

The KP-601 retails for \$468.00 and will be available this summer for professionals at www.Miniscale.us.

Tanita Corporation of America

Tanita has been a world leader in precision scales for almost 65 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 or www.Miniscale.us.