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TANITA INTRODUCES SOLAR SCALE FOR ENVIRONMENTALLY-CONSCIOUS HEALTH MONITORING

New HS-301 provides accurate, digital weight measurements without batteries to complement any green home and lifestyle

ARLINGTON HEIGHTS, IL (April XX, 2008)—Tanita Corporation, the world's leader in precision electronic scales introduces the HS-301 Solar Scale. This environmentally-conscious scale has built-in solar cells that draw power from sunlight or ordinary household light. There is never a need to buy or recharge batteries, making the HS-301 Solar Scale the perfect fit for health-minded consumers looking for products to complement their green home and lifestyle.

The HS-301 Solar Scale provides users with accurate weight analyses on its large digital display. The scale features clean, simple lines and its white design blends with a variety of bathroom décors. The HS-301 draws its power via the integrated solar cells, which are able to quickly gather energy - whether it's being used in a sunny room or one lit by regular household lights.

“As more consumers move toward living a healthy and green lifestyle, Tanita knew an environmentally-friendly scale would be well received,” said Heather Bundgaard, Director of Marketing, Tanita Corporation of America. “The HS-301 Solar Scale provides users with an accurate measurement of their weight, using energy from the sun for power and saving our landfills from additional battery contamination. We’re proud to offer consumers a green choice in precise weight measurements.”

With a low-profile design and wide platform, the HS-301 accommodates a variety of users. Tanita's HS-301 Solar Scale is backed by a ten-year warranty and never requires batteries. In addition, it features a four-digit 1.3" LCD display, providing professional, accurate results with its

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330 pound capacity. The scale retails for \$38.99 at www.thecompetitiveedge.com, where Tanita's ten-year warranty is included at no additional cost.

Tanita Corporation of America

For more than 60 years, Tanita has been a world leader in precision scales, with a strong presence in medical, education, fitness, commercial, and consumer markets. Tanita's performance, innovation and durability are trusted worldwide. Their products take innovative design one step further by providing added value and precision. For more information on Tanita and their products, visit www.Tanita.com.

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