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## **TANITA INTRODUCES NEW ACTIVITY MONITOR TO 3-AXES LINE, FEATURING OVER-SIZED DISPLAY**

*New PD-727 adds jumbo display to unique 3-axes technology*

ARLINGTON HEIGHTS, IL (March 22, 2009) – Tanita Corporation, the world's leader in precision electronic scales and body composition, introduces the new PD-727 3-Axes activity monitor (pedometer) as the newest addition to their 3-axes activity monitor line. This model features an over-sized display for convenient tracking and viewing of steps and calories burned.

Tanita's unique 3-Axes technology uses internal accelerometers to measure motion on the X, Y, and Z axes, allowing users to carry the PD-727 in a purse, pocket, or around the neck instead of the traditional belt clip-on, ultimately improving convenience, and offering the ability to comfortably conceal it. This monitor also uses advanced software to analyze motion to prevent the recording of false steps, common to inferior or less sophisticated models.

In step with Tanita's unconditional guarantee of quality, performance, and innovation, the 3-Axes line tops the pedometer market, and the PD-727 is no exception. In addition to its over-sized display, the PD-727 features a step counter, calorie counter, distance monitor, walking time monitor, clock and seven-day memory.

"In addition to a healthy diet, walking is the perfect, low-impact way to easily shed extra pounds, and it's especially popular in the growing boomer market," says Heather Bundgaard, Director of Marketing, Tanita Corporation of America. "With the convenient and accurate PD-727, we are allowing consumers access to a full range of measurements, making walking more worthwhile and gratifying."

The PD-727 3-Axes Pedometer is backed by a one-year warranty. The two-line LCD display measures .9" x 1.1". The pedometer itself is .5" x 1.4" x 2.8" and weight just one ounce. The PD-727 is available now at [www.TheCompetitiveEdge.com](http://www.TheCompetitiveEdge.com), and retails for \$39.99.

### **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).