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THE TANITA CORPORATION AND IRONMAN PROPERTIES ANNOUNCE LICENSING AGREEMENT FOR 2005

Chicago (July 2, 2004) –Tanita Corporation, manufacturers of the world’s best-selling *Scale plus* Body Fat Monitors, and the World Triathlon Corporation, the No. 1 user-based sports license in the world and the owners of the Ironman, have announced a licensing and sponsorship agreement. The agreement, which begins in 2005, will include opportunities for co-branded products, marketing promotions and in-store merchandising.

Both companies have a long history of leadership and innovation within the health and fitness category. Tanita, which celebrated its 60th anniversary in January, was the first to introduce consumer *Scale plus* Body Fat Monitors to the United States. Ironman celebrated its 25th anniversary in 2003 with a highly-visible nationwide retail-based promotion. Ironman licenses distinguish themselves as lifestyle brands that are durable and “best in class.”

“This partnership is an ideal fit for Tanita because both brands share a commitment to peak performance,” said Jeff Kahn, vice president of sales, Tanita Corporation of America. “Tanita and Ironman both appeal to the same customer: one that is health-conscious, active and committed to understanding more about fitness. We see this partnership as a chance to make an immediate impact in retail environments.”

Once considered an event only for extreme athletes, the Ironman has become the international standard for personal performance, commitment and achievement. Ironman’s stories of ordinary people accomplishing extraordinary feats has created a bond between Ironman-branded products and everyday health-conscious consumers. As demonstrated by the current sponsors and licensees, the Ironman brand commands attention and delivers results. Unlike fan-based products, sales of Ironman-licensed products are not dependent upon the popularity of a particular team or athlete.

“Ironman is aligned with high profile manufacturers which market and sell products known as ‘best in class,’” says Ken Strominger, Executive Vice President of Licensing and Sponsorship, Ironman

Properties. "Tanita, with its worldwide reputation and leadership in the Scale *plus* Body Fat Monitor category, brings a variety of products designed for consumers pursuing a healthy and active lifestyle."

Over the years, the success of companies such as Timex, FosterGrant, Cannondale and Michelin have proven that the Ironman name on sports products appeals to consumers. In fact, most Ironman-licensed products are purchased by consumers who may never compete in an event. It is the unparalleled imagery of the courageous athletes, defeating all odds and going the distance that inspires consumers to purchase the Ironman brand.

Tanita's strong marketing campaign will be enhanced by Ironman's unique tools for capitalizing on the brand equity through marketing, grassroots event management, worldwide television and media exposure.

To learn more about this licensing agreement, Tanita's full product line or to locate a retailer, call 1-800-9-TANITA or visit www.TANITA.com. To learn more about the Ironman brand or the Ironman Triathlon World Championship, call Blair LaHaye at 727-942-4767 x207 or visit www.IRONMANLIVE.com.

About Tanita Corporation of America

Tanita Corporation is a leading international manufacturer of body composition analyzers and precision scales for use in medical, nutrition and health care industries. The company's complete line of home-use Scale *plus* Body Fat Monitors and full-scale line, including digital, analog and dial models, were developed for individuals with different lifestyles and budgets. Tanita also manufactures handheld health and fitness products including pedometers, HealthyJump jump rope, Cardio heart rate monitor and SyncWalk pacesetter/stopwatch.

About Ironman

The Ironman Triathlon was born on the Hawaiian island of Oahu in 1978. During an awards ceremony for a local running race, a debate ensued among competitors about who is more fit — swimmers, runners or other athletes. One of the participants, Navy Commander John Collins and his wife Judy, dreamt up a race to settle the argument. They proposed combining three existing races together, to be completed in succession: the Waikiki Roughwater Swim, the Around-Oahu Bike Race and the Honolulu Marathon "Whoever finishes first we'll call the 'Ironman,'" said Collins. Fifteen men participated in the initial event held on February 18; 12 completed the race, led by the first-ever Ironman, Gordon Haller. Known to be the most challenging endurance event, the Ironman Triathlon consists of a 2.4-mile ocean swim, 112-mile bike race and 26.2-mile run. Competitors have 17 hours to finish the race; cutoff times are applied to each segment of the race. Each year, approximately 1,700 competitors, ages 18-84 and from more than 50 countries and 50 states travel to the Ironman Triathlon World Championship in Kailua-

Kona, Hawaii. Nearly 50,000 athletes enter annually into one of the 26 worldwide qualifying races, while another 4,346 entered this year's lottery. The lottery awards 150 slots to U.S. citizens, 50 slots to international athletes and five slots to physically challenged athletes.

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