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TANITA INTRODUCES PROFESSIONAL DIGITAL BALANCE BEAM SCALE

The New WB-3000 Represents the Next Generation Scale

ARLINGTON HEIGHTS, IL (February 6, 2007) – Tanita Corporation, the world's leader in precision scales, introduces their new professional digital beam scale, the WB-3000. Building on the success of their existing digital healthcare scales, the WB-3000 incorporates new features while providing several significant enhancements.

Tanita's WB-3000 digital beam scale is ideally suited for various professional markets (which include medical and fitness), and remains the perfect replacement for the old mechanical balance beam scale. The scale features an automatic body mass index (BMI) calculation and RS-232 and USB outputs to capture patient data to an external device. The durable, yet portable, unit can be easily broken down into three modules – the display, the platform (which houses the load cell), and the pillar – and is equipped with casters for easy mobility. The WB-3000 also features a mechanical height rod, allowing patients height to be taken the same time as weight. Other features include a large 2-line LCD display, oversized 15." x 15." x 2.0" low-style platform, and an instant on capability. Simply step on and weigh – no need to push buttons and wait for the results.

"The WB-3000 is unique in that it's powerful yet simple to operate," said Keith Erickson, Marketing Manager, Tanita Corporation of America. "The portability and modularity really separates the WB-3000, and gives healthcare professionals a much better option than standard beam scales."

The WB-3000's ability to be assembled and broken down is easy since all pieces are independent with simple connectors used to attach the adjoining pieces. This capability, paired with the fact that no tools are required, makes for quick assembly and disassembly in any setting.

The WB-3000 is powered by 4 AA batteries or AC adapter (both included) and has 440 lb. weight capacity with a 0.2 lb. graduation for accurate readings. The scale retails for \$499.99 at

www.thecompetitiveedge.com

Tanita Corporation of America

For over 60 years, Tanita has been a world leader in precision scales. They have 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.

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