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TANITA INTRODUCES PROFESSIONAL SEGMENTAL BODY COMPOSITION ANALYZER

*New BC-418 Guarantees More Accurate Regional Body Analysis with
Addition of Hand Grips and New BMR Formula*

ARLINGTON HEIGHTS, IL (July XX, 2007) – Tanita Corporation, the world leader in precision scales, today introduces their new professional body composition analyzer scale, the BC-418 Segmental Body Composition Analyzer/Scale. The addition of hand grips to Tanita’s standard platform-based electrode system allows the BC-418 to calculate regional body composition, resulting in greater accuracy for better research, health and fitness solutions.

With the addition of hand grips, the BC-418 now has four points of measurement to replace the standard two points - allowing the 8-polar electrodes to gather more data. With the addition of this feature, the scale more accurately calculates regional body composition including the trunk area, empowering healthcare professionals to better determine the health risks associated with visceral and abdominal fat. More than simple weight or body fat percentage levels provided by ordinary scales or calipers, in seconds the BC-418 provides a printout of detailed body composition analysis – weight, impedance, body fat percentage, body mass index, fat mass, fat-free mass and more for the entire body. In addition, health care professionals can take separate segmental measurements for the right arm, left arm, right leg, left leg and trunk area - all without the inconvenience of more intrusive traditional measurement methods. The printout also indicates the desirable range for fat percentage and fat free mass.

“The BC-418 is unique in that it can provide patients with a snapshot of their overall health and provide the doctor a more detailed, comprehensive look at the composition of specific body segments,” said Beth Mackey, Director of Marketing, Tanita Corporation of America. “From

nutritionists and wellness centers to chiropractors and rehabilitation clinics, the BC-418 is ideal for healthcare professionals who want to monitor their patients' weight and body composition.”

The BC-418 also introduces a significant improvement to the calculation of basal metabolic rate (BMR). Instead of simply relying on weight, age and gender, Tanita's proprietary formula takes into account fat free mass, providing a higher level of accuracy compared to current BMR formulas.

The all-in-one, compact column mount design with integrated printer makes the BC-418 perfect for use in small, dedicated office spaces. The BC-418 is powered by AC adapter and has 440 lb. weight capacity with a 0.2 lb. graduation for accurate readings. The scale also features an RS-232 output so data can be captured electronically. The scale retails for \$3,895 at www.thecompetitiveedge.com

The scale uses BIA (Bioelectrical Impedance Analysis) technology, which sends a safe, low-level electrical signal from footpads and hand grips through the body. BIA is quick and non-invasive, and one of the most thorough and reliable ways to measure body composition. All measurements are calculated by using the bioelectrical impedance analysis (BIA) method.

The Segmental Body Composition Analyzer provides invaluable information to researchers, medical experts and sports scientists working in the fields of obesity, cardiology, physiology, diabetes, chiropractic, and rehabilitation therapies. The detailed body composition profile can also help physicians by improving patient understanding and compliance in treatment programs.

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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