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**FOR IMMEDIATE RELEASE**

**TANITA MAKES MONITORING BODY FAT EASIER  
WITH SIX NEW MODELS RETAILING FOR LESS THAN \$100**

*Tanita brings advanced features to affordable models,  
offering the most extensive collection of Scale plus Body Fat Monitors on the market today*

ARLINGTON HEIGHTS, IL – Tanita Corporation, manufacturer of the world’s best-selling Scale *plus* Body Fat Monitors, brings the superior quality and advanced features that are the hallmark of the Tanita brand to consumers with six new models priced under \$100. The company’s popular UltimateScale dropped in price to \$39.99 on April 1.

The new models will include advanced features previously found only on models retailing for more than \$100, such as an estimate of the number of calories needed to maintain current weight, and body fat percentage and weight recall to compare previous readings to current readings. These new models will be available to consumers in July.

Tanita’s complete line of Scale *plus* Body Fat Monitors expands this year to 18 models, 13 of which retail between \$39.99 and \$100. The technology used in all of Tanita’s consumer body fat monitors is based on the same technology found in the company’s professional body composition analyzers used by doctors, medical centers, professional athletic teams, fitness clubs and personal trainers.

“Tanita offers the most extensive array of scale plus body fat monitors and unique special features in the marketplace,” said Jeff Kahn, vice president of sales, Tanita Corporation of America’s consumer division. “For 2003, we are bringing our more advanced features and cutting edge design to our introductory models for the first time.”

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### **UltimateScale**

Available at the new low price of \$39.99, Tanita's UltimateScale is the perfect model for individuals who want to monitor their body fat at a truly affordable price. With a distinctive design and wide range of available colors, the UltimateScale is a precision scale that includes body fat analysis as a standard feature. Users simply choose between the weight-only button for everyday weighing and the easy-to-program individual information buttons before each body fat reading. The UltimateScale is now available in black, white, cream, silver, translucent white and translucent blue.

### **2202 Duo Model**

Tanita's 2202 Duo Model offers the same features as the popular UltimateScale and also includes memory to store personal data for two users and compares body fat readings to the healthy range<sup>1</sup> for the individual's age and gender. This model retails for \$49.99.

### **BF-679 Duo Model**

Great for couples, Tanita's BF-679 duo model stores personal data for two users and is calibrated for adults and children who are inactive to moderately active. The scale compares current weight and body fat readings to the previous ones, and compares body fat readings to the healthy range<sup>1</sup> for the individual's age and gender. The BF-679 will be available to consumers at a suggested retail price of \$59.99.

### **BF-680 Athlete Model**

Perfect for two-person families and very fit individuals, Tanita's BF-680 athlete model combines the features of the BF-679 with Tanita's athlete mode, calibrating it for athletic adults as well as adults and children who are inactive to moderately active. The scale will be available to consumers for \$69.99.

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### **BF-681 Family Model**

For families that want to monitor their body fat using advanced features, Tanita's BF-681 family model stores personal data for four users, and is calibrated for adults and children who are inactive to moderately active. The scale compares current weight and body fat readings to the previous ones and compares body fat readings to the healthy range<sup>1</sup> for the individual's age and gender. The scale also estimates how many calories can be consumed daily to maintain the current weight. The BF-681 will be available to consumers at a suggested retail price of \$79.99.

### **BF-682 Family Model**

Tanita's BF-682 family model with athlete mode includes all the advanced features of the BF-681 family model and is also calibrated for use by athletic adults. The BF-682 will be available to consumers at a suggested retail price of \$89.99.

### **BF-578 Glass Model**

Tanita's BF-578 glass model with four-person memory is perfect for style-conscious families of diverse fitness levels. With its sleek glass design and large, easy-to-read LCD display, the BF-578 is calibrated for adults and children who are moderately active or inactive and athletic adults who are very physically fit. The scale compares current weight and body fat readings to the previous ones, and compares body fat readings to the healthy range<sup>1</sup> for the individual's age and gender. The scale is available at a suggested retail price of \$99.99.

Understanding and monitoring body fat gives a better measure of fitness, health risks, weight classification, and the effectiveness of a nutrition program. However, unlike weight, body fat is not always visible and can't be determined using an ordinary bathroom scale. Home-use scales plus body fat monitors enable individuals to see their bodies better by monitoring their body fat and weight, while tracking changes over time. Superior quality, innovative features and affordable prices make Tanita's scales a leading choice for consumers looking for ways to maintain a diet and exercise program.

For more information on Tanita's product line or to find a local retailer, consumers may call 1-800-9-TANITA or visit the company's Web site, [www.tanita.com](http://www.tanita.com).

Tanita Corporation, first manufacturers and innovators of consumer Scale *plus* Body Fat Monitors, provides consumers with unique options to gauge the effectiveness of a diet and exercise program by extending its product line to include advanced technology and cutting-edge design. Among Tanita's 2003 new introductions of Scale *plus* Body Fat Monitors are the 2202 Duo Model, BF-679, BF-680, BF-681, BF-682 and BF-578, each developed to provide consumers with even greater insight into their health and fitness.

<sup>1</sup>*Adapted from Gallagher et al. Am J. Clin Nutr, vol. 72, Sept. 2000, applies only to standard adults.*

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