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CONTACTS:

Kelly Silverman
Lifeloc Technologies, Inc.
303.431.9500
kelly@lifeloc.com

Sarah Dent
The Bawmann Group
303.320.7790
sarah@morethanpr.com

LIFELOC TECHNOLOGIES, INC. LAUNCHES MOST ACCURATE
CONSUMER BREATHALYZER ON THE MARKET

DENVER – December 2009 – Monitor yourself and your loved ones like law enforcement officials monitor the roads with LifeGuard – a personal breathalyzer which uses platinum fuel cell technology to provide the most accurate & precise BAC readings available.

Many personal breathalyzers on the market are inaccurate and unreliable. LifeGuard uses platinum fuel cell technology, the same technology found in most law enforcement equipment, to create the most precise instrument available. LifeGuard uses visual icons and audible prompts making it easy to use and operate. With its ease of use and precision, LifeGuard is the one to trust.

“We wanted people to have the ability to bring the best technology into their homes for alcohol screening – which is exactly what LifeGuard does,” said Barry Knott, president of Lifeloc Technologies, Inc. “LifeGuard meets every consumer and family’s alcohol screening needs from testing a family member to conducting morning-after testing.”

According to National Highway Traffic Safety Administration (NHTSA), 13,846 people died in 2008 due to an alcohol-related incident. In California alone there were 1,198 alcohol-related deaths. The costs associated with driving under the influence (DUI) are staggering – the emotional cost of injuring someone, the potential loss of job or income, the reality of jail time and an average cost of \$10,000 per offense. It’s not worth the risk; let LifeGuard help you make the right decision.

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Born from more than 25 years of leadership experience in designing and manufacturing breathalyzers for law enforcement and workplace testing, LifeGuard's is the one to trust. It allows you to be a responsible host, testing friends or family before allowing them to drive home or to screen minors to detect underage drinking. Most importantly, LifeGuard allows you to make informed decisions about your behavior.

Lifeloc Technologies, Inc. does not advocate drinking and driving on any level, even one drink can cause impairment. What we do offer is a tool to allow you to make the most informed decision for you and your loved ones. To learn more about LifeGuard and how to purchase your own personal breathalyzer, visit www.lifeguardbreathtester.com today.

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About Lifeloc Technologies, Inc.:

Lifeloc Technologies, Inc., is a leading global designer and manufacturer of personal and professional portable breath alcohol testers commonly known as "breathalyzers." More than 35 countries currently utilize Lifeloc's breath alcohol testing equipment for workplace, law enforcement, education and corrections testing. Lifeloc products are recognized worldwide for their ease-of-use, accuracy and reliability. For more information on Lifeloc, please visit www.lifeloc.com, www.lifeguardbreathtester.com or call 1-800-722-4872.