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Lifeloc Technologies names G “Ravi” Ravishankar Vice President of New Ventures and Acquisitions

Denver, Colorado: January 2, 2012 – Lifeloc Technologies, a leader in the manufacture of portable breath alcohol testing devices for Medical, Workplace and Law Enforcement use, has named G “Ravi” Ravishankar as its Vice President of New Ventures and Acquisitions.

Ravi will be responsible for the identification and acquisition of new technologies and new businesses for Lifeloc. “We have built good sales momentum in our breath alcohol testing, drug screening and training businesses,” said Barry Knott, president of Lifeloc. “Now we are looking for complementary new technologies and ventures to further accelerate our growth. I am pleased to have someone of Ravi’s experience and credentials to lead this effort.”

Before joining Lifeloc, Ravi’s experience included Vice President of Operations and Product Development at the Colorado Association for Manufacturing and Technology (CAMT) and Director of Technology Planning and Innovation at Otis Elevator. He is a Six Sigma Black Belt.

Ravi earned an MBA from the Sloan School of Management, a M.S. in Materials Science and Engineering from MIT, a M.S. Chemical Engineering from the University of Cincinnati and a B.Tech from the University of Madras, India.

About Lifeloc Technologies

Lifeloc Technologies, Inc. is a trusted international provider of precise, reliable and easy to use portable breath alcohol testing instruments (breathalyzers). Lifeloc offers comprehensive online and classroom training, plus a complete line of supplies and drug screening products. Our alcohol testing devices have been manufactured continuously in Colorado since our founding in 1983. Lifeloc evidential and screening devices are approved by the U.S. DOT and other state and international regulatory agencies. More information about Lifeloc is available at www.lifeloc.com

The statements in this press release, relating to future plans, future events or products and services, are forward-looking statements which are subject to specific risks and uncertainties. These could involve particular market trends, competition factors and other risks described in documents submitted to the U.S. Securities and Exchange Commission. The actual results, events, products and services may vary significantly from the forecasts. The reader is warned not to rely on these forward-looking statements without reservation, since these are simply reflections of the current situation.

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