



NEW EDUCATIONAL IPHONE APP FROM LIFELOC TECHNOLOGIES

(March 10, 2011 - Denver, CO – PR Newswire) Lifeguard Technologies, Inc. has released a new mobile breathalyzer iPhone app. Benefiting from the company's three decades of experience in the breath alcohol testing industry, the iPhone app, called DrunkGuard, was developed by Lifeloc to help educate the public about the factors that affect an individual's Blood Alcohol Content and to raise awareness about the effects of alcohol intoxication.

There are many factors that influence your Blood Alcohol Concentration (BAC). Some of the more important include a person's weight, gender, number of drinks over time, and the alcohol content of their drink. "We can't stop people from drinking," says Barry Knott, president of Lifeloc, "but we can do our part to help people understand the concept of BAC and the variables that affect it."

Features of the DrunkGuard app include a BAC calculator which estimates individual BAC level based on these user-entered variables. Other features include a fully stocked database of drinks from which users can select or add. The Party Planner feature estimates how many drinks you can consume and maintain a target BAC and a set of sobriety games demonstrates the effects of alcohol on your coordination and clarity of thinking.

The Auto Cab function is a one click nationwide cab dialing feature. "This safety feature was essential to Lifeloc's continuing support of safe road initiatives," said Kelly Silverman, Lifeloc's senior product manager. "We don't condone drinking and driving on any level since alcohol intoxication begins at levels much lower than the legal limit. We want to make it as convenient as possible to get a safe ride home."

DrunkGuard is now available from the iTunes store for only \$1.99.

For more information, user reviews and screen shot examples, visit the iTunes page at:

<http://itunes.apple.com/us/app/drunkguard/id421914247?mt=8>

About Lifeloc Technologies

Lifeloc Technologies, Inc. is a trusted international provider of precise, reliable and easy to use portable breath alcohol testing instruments (breathalyzers). We offer 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 many other state and international regulatory agencies.

More information about Lifeloc is available at <http://www.lifeloc.com>

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