



**Lifeloc Technologies Supports National Alcohol Awareness Month
with a Free iPhone App.**

Denver, CO (MMD Newswire) April 1, 2011 -- April is National Alcohol Awareness Month as designated by the U.S. Health and Human Services Substance Abuse and Mental Health Services Administration (SAMHSA). During the month of April, Lifeloc Technologies is offering its new educational iPhone alcohol awareness App free to iPhone users.

DrunkGuard was developed to help people educate themselves about alcohol and its effects. "We can't stop people from drinking," says Barry Knott, president of Lifeloc, "but we can do our part this month to help people understand the concept of BAC (Blood Alcohol Content) and the variables that affect it. 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."

Features of the DrunkGuard app include a BAC calculator which estimates individual BAC level based on user-entered variables. Other features include a 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. A set of sobriety games demonstrate 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."

For the month of April, National Alcohol Awareness Month, DrunkGuard is available from the iTunes store for free ([download here](#)).

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 www.lifeloc.com

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