



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

DENVER – November 23, 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 breath alcohol content (BAC), the amount of alcohol in ones system.

The majority of personal breathalyzers on the market today are inaccurate and unreliable due to the use of semiconductor sensors. For the first time, Lifeloc Technologies, Inc. is putting fuel cell technology, the only choice for United States law enforcement, in the reach of the average consumer with LifeGuard. LifeGuard stands above all others in terms of accuracy, quality and ease of use and is ideal for those wanting to test themselves or their loved ones. When buying a hand-held alcohol tester, your best option is a fuel cell option, which is rated highest in personal and professional use.

“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 the Centers for Disease Control and Prevention (CDC), every day 36 people in the United States die and approximately 700 more are injured in motor vehicle crashes that involve an alcohol-impaired driver. In one year, that equates to more than 13,000 deaths and more than 250,000 injuries. 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. For just \$299, consumers can purchase a LifeGuard breathalyzer allowing them to monitor their BAC and making the most informed decisions for themselves and their family.



Born from more than 25 years of leadership experience in designing and manufacturing breathalyzers for law enforcement and workplace testing, LifeGuard's uses are endless. 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](http://www.lifeguardbreathtester.com) today.

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](http://www.lifeloc.com), [www.lifeguardbreathtester.com](http://www.lifeguardbreathtester.com) or call 1-800-722-4872.