

FOR IMMEDIATE RELEASE

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This Week's Colorado Company to Watch: **Lifeloc Technologies Incorporated**

www.lifeloc.com

Colorado Companies to Watch is pleased to announce Lifeloc Technologies Incorporated as *This Week's Colorado Company to Watch*. M3 Insurance, and the Colorado Office of Economic Development and International Trade, in partnership with *Colorado Companies to Watch* congratulate Barry Knott, President and CEO, and all of Lifeloc's employees on this accomplishment.

Wheat Ridge based, Lifeloc Technologies Inc. is a trusted international provider of precise, reliable and easy to use portable breath alcohol testing instruments (breathalyzers) for use by Law Enforcement, Corrections, Healthcare and Workplace Organizations. Lifeloc offers comprehensive online and classroom training, plus a complete line of supplies and drug screening products.

Lifeloc was established in 1983 in Wheat Ridge, Colorado. It has operated continuously in Colorado since then. In 1988 Lifeloc introduced its first breathalyzer to the US Department of Transportation and since then has become a leader in [DOT regulated Workplace](#) and Transportation alcohol testing. In 2001-2002, Lifeloc launched the [FC-Series](#), a game-changing family of Law Enforcement roadside breath testing devices that leapfrogged all existing products. In 2009 the LifeGuard personal breath alcohol tester was released setting a new standard for reliability and accuracy in the consumer market.

Lifeloc sales grew in excess of 40% in 2010 and were up again over 30% in 2011. Today Lifeloc is an internationally recognized leader in the industry. In late 2011 Lifeloc Technologies became a public company.

President and CEO Barry Knot has ensured a renewed commitment to "focus on innovation, customer service excellence and export business development." *Colorado Companies to Watch* congratulates Lifeloc on being *This Week's Colorado Company to Watch*.

Colorado Companies to Watch is a dynamic program honoring growing companies that are developing valuable products and services, creating quality jobs, enriching communities, and building new industries throughout Colorado. High performance, second-stage companies account for most of the economic growth, community development and economic independence in our state. The State of Colorado supports Colorado Companies to Watch through the Office of Economic Development and International Trade both in leadership and sponsorship. This statewide effort sought out nominations from all sectors and communities and is not industry specific. The winners represent a broad range of economic sectors and regions of our great state. Companies to Watch (CTW) is a national awards program developed by the Edward Lowe Foundation to honor second-stage companies. To learn more about Colorado Companies

to Watch, sponsoring, partnering or to nominate a company for the 2012 awards please visit www.colorado.companiestowatch.org.

Colorado Companies to Watch is hosted by a collaboration lead by the Colorado Office of Economic Development and International Trade in association with the Edward Lowe Foundation and organizations throughout Colorado; the 2011 program is presented by M3 Insurance Solutions for Business. For a complete list of Organizations and Sponsors, visit www.colorado.companiestowatch.org.

The Colorado Office of Economic Development and International Trade (OEDIT) offers a host of programs and services tailored to support business development at every level. They include business retention and relocations service, a bioscience and emerging industries program, business finance programs like the Economic Development Commission and Business Loan Funds, the Colorado Tourism Office, the Colorado Creative Industries, which includes the Office of Film, Television and Media and the state's Art in Public Places program, the Colorado International Trade Office, the Colorado Small Business Development Centers, minority and women-owned business services and economic research. For more information, please visit www.AdvanceColorado.com.