

FOR IMMEDIATE RELEASE
LOREX Technology Inc.
250 Royal Crest Court
Markham, Ontario L3R 3S1
www.lorextechnology.com



LOREX INTRODUCES THE LIVE VIEW VIDEO BABY MONITOR

Newest LOREX monitor features day/night video camera, slim and sleek design

Toronto, ON – (March 13, 2012) – LOREX Technology Inc. today unveiled the first in its line of innovative LIVE View video baby monitors - combining stylish design with the peace of mind that comes from the ability to monitor your child via clear video, both day and night. The simple plug-and-play wireless system is the perfect combination of awareness and parent-friendly convenience, highlighted by a slim, portable monitoring unit attractive enough to rival any state-of-the-art smartphone.

Operating the feather touch controls on the LIVE VIEW is a breeze, making all features easily accessible. The advanced 2.4" IPS (In-Plane Switching) LCD screen of the handheld monitor provides crisp and vivid picture quality from any angle, ensuring that parents won't miss a thing. When the lights go out, the image quality remains top notch, delivering excellent night vision clarity. A Sleep Mode dims the screen to give parents a good night's sleep while conserving battery life. Circular LEDs shift from green to orange based on sound intensity.

"The LIVE View is the next generation of video baby monitoring," stated Reuben Klein, Chairman and CEO of LOREX. "We have listened to our end users and have addressed their requests for a stylish and easy to use, affordable system that delivers the essentials of family monitoring."

Both camera and handheld monitor have been designed to fit in with today's modern lifestyle. The tabletop camera stand doubles as a mount for walls or ceilings, while the handheld monitor stand also acts as a belt clip for convenience. Other features include a two-way talk intercom, as well as a wireless transmission technology that employs frequency-hopping to ensure signal security and privacy.

Fashionable accessory silicone sleeves (sold separately) will be available for both the handheld monitor and the camera, providing even greater grip and protection.

The LOREX LIVE View (LW2004 Series) is available on Amazon.com and in select retail locations in-store and on-line. For more information visit www.lorextechnology.com.

About LOREX Technology Inc.:

LOREX Technology Inc. (TSXV:LOX) offers connected video security camera systems that are ideal for home and business owners, parents, caregivers, and anyone else who needs to watch over the people and property that matter in their lives. With a heritage of industry firsts, the company pioneered do-it-yourself video surveillance systems that deliver awareness and peace of mind. Our LIVE and VANTAGE lines of video surveillance and monitoring systems are available at thousands of retail stores across North America and online at major e-tailers. LOREX subsidiaries include; LOREX Canada Inc., LOREX Corporation and Strategic Vista Corporation Limited, Hong Kong. For more information: www.lorextechnology.com

The TSXV has not reviewed and does not accept responsibility for the adequacy or accuracy of this release. Certain information included in this news release contains statements that are forward-looking, such as statements relating to anticipated future revenues of the Company and the success of product offerings. Such forward-looking information involves important risks and uncertainties that could significantly affect anticipated results in the future, and, accordingly, such results may differ materially from those expressed in any forward-looking statements made by or on behalf of the Company.