

LOCATION BASED TECHNOLOGIES, INC...

Stock Symbol-	LBAS.OB
Shares-	88,244,270
Market Cap-	
Recent Price-	\$1.06
Speculative Target Price-	\$
52 week range-	\$0.42 – 3.4



CORPORATE INFORMATION

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 WEB: www.locationbasedtech.com

LOCATION BASED TECHNOLOGIES, INC.

Location Based Technologies, Inc. is engaged in applying and integrating existing and emerging technologies that facilitate customer’s ability to locate their PocketFinder® Personal Locators with increased ease of use and accuracy in an ever-growing area of service. The PocketFinder® Personal Locator devices are innovative and completely wireless--providing a solution for potential users who are looking for a way to monitor the safety and location of family members, furry friends and valuables using GPS and PPRS technologies. These devices fill the growing demand for location-based devices that allow family members to keep in close touch 24/7.

NEWS FLASH: ANAHEIM, Calif.--(BUSINESS WIRE)--Location Based Technologies, Inc. (OTCBB:[LBAS](#) - [News](#)), a leading-edge service provider of personal, pet and asset location devices, today announced the sale and delivery of its first vehicle fleet tracking devices. This first of several retail products delivers a simple-to-use interface with robust reporting capabilities specifically designed for the fleet tracking marketplace. It is accessed via the Internet at www.vehiclefleettracker.com. “We achieved our goal of delivering this high value, best in class product and services for our customers and strategic partners use,” commented CEO Dave Morse.

LOCATION BASED TECHNOLOGIES, INC. (LBAS.OB)

INITIATING COVERAGE

- The Company is introducing the PocketFinder® Personal Locator family of devices that allow family members to keep in touch with one another in an increasingly unstable and frantically paced world.
- LBAS will utilize the U.S. Department of Defense’s multi-billion dollar Global Positioning System (GPS) satellites and existing wireless technology.
- Demand for these products has exploded as loved ones monitor where their children are and empower them with tools that are used effectively to keep them safe.
- A unique and affordable system where parents can allow their children a little more freedom and still be able to manage their independence.

GPS TECHNOLOGY

Global Positioning Systems (GPS) is rapidly becoming a popular means by which parents and loved ones can accurately determine the location of their children at any given moment. By utilizing an array of satellites originally deployed by the U. S. government for security purposes, GPS systems can literally pinpoint the exact location of anyone with the proper devices. This allows parents to outfit their children with the GPS technology, and in turn, have the power to monitor their whereabouts if the need arises. Parents would be unanimous in the opinion that this would bring unbelievable peace of mind, knowing their children are safe. The tremendous advantages offered by a GPS child monitoring system are substantial, and users are embracing this technology as it has become more common and useable by the general public.

DETAILS

The Company has reached the final development stage of creating PocketFinder®, personal locators. PocketFinders are small personal location devices designed to give parents, guardians, and pet owners peace of mind. This breakthrough technology, created by the Company’s team of engineers, allows their network of members the ability to locate anyone carrying their device, whether that person being monitored is inside of a building/structure or outside (Systems and Method Patent pending). Pocketfinders are small, rugged, and water tight. At present, there are currently 27 satellites above the earth and of those, 24 are being used for by the GPS technology. As a result of this functional convergence, different options are becoming increasingly available. This in turn shows signs of potentially huge growth – so big that some see it as a savior of struggling wireless telecommunications companies. This particular feature of GPS is difficult to comprehend, however, because as this form of technology progresses, common forms of communication may become obsolete. This industry’s increasing profits in recent years have prompted investors to take a closer look at this sector, and stock prices are starting to reflect that interest. A deeper understanding of fundamentals and the benefits of this potentially explosive industry indicate that the possibilities offered by GPS technology run-up are only getting started.

SUMMARY

We view Location Based Technology as attractive in the current environment due to its wide variety of innovative technologies for use in its products and services. Our positive rating on this company reflects our confidence in a management team focused on growth through internal research and development as well as patented intellectual properties that form the core they hold in this industry. Location Based Technology innovations are available to their direct partners through the

company’s technology licensing agreements. The Company has the ability to work directly with potential customers, solution providers, or distribution partners to help enhance or support their products/service to market. This creates a win-win scenario for their products and services as well as those of their partners. As a result, Location Based Technologies holds great value for its research and development team and their ability to continue to create innovative products and solutions.

INVESTMENT SUMMARY

LBAS addresses attractive growth opportunities due in part to rising revenues as well as a solid increase in gross margins. Earlier this year for the quarter ending May 31, 2009, revenues increased to \$553,000, a jump of 675% compared to the previous quarter. In addition, gross margins were 68.5%, up from 28.5% during the previous quarter. Much of this increase is attributable to the Company recognizing revenues from the professional services agreement with LoadRack.com, LLC. This recent development as well as many other factors, could produce a trend of rising revenues. That could then lead to a more consistent fundamental pattern, and in turn that may equate to a much higher stock price.

ANALYST

Officers of Market Advisors, Inc. have been in business since 1983 and have provided stock market research for their clients since 1985. Company officials have often been quoted in a wide array of financial publications such as the Wall Street Journal, Investors Business Daily, Barron’s, Forbes Magazine and The Dick Davis Digest to name a few.