

Customer Oceanfront Recovery Expands SOBRsafe Technology Use

Oceanfront Also Reports on the Success of SOBRsure Wearable Band in Outpatient Monitoring

DENVER, CO / January 5, 2024 / SOBR Safe, Inc. (NASDAQ:SOBR) (“SOBRsafe”), providers of next-generation transdermal alcohol detection solutions, today announced that current customer Oceanfront Recovery has expanded its use of SOBRcheck™ to its two inpatient treatment facilities. Based in Laguna Beach, California, Oceanfront previously installed SOBRcheck at its headquarters, and deployed SOBRsure™ for continuous client monitoring.

Expanded SOBRcheck Use

“We have had SOBRcheck installed at our headquarters since September, and it has been an invaluable tool for client compliance check-in,” stated Oceanfront Recovery President and COO Keenen Diamond. “It empowers us to verify the absence of alcohol in a rapid, accurate way, replacing breathalyzers for our everyday use. Based on the success of this initial implementation, we are excited to roll the SOBRcheck technology out to our treatment centers and ensure safe and alcohol-free environments of care.”

SOBRsure Helping to Change Lives

Followed Mr. Diamond, “We also have clients utilizing the SOBRsure wearable band for outpatient compliance purposes, as approved by multiple judges here in Orange County. SOBRsure’s continuous, passive monitoring has been a welcome change from traditional remote breath products, and it has led to positive outcomes – we are pleased to report one client wearing SOBRsure has now achieved over 120 consecutive days of sobriety, as empirically demonstrated through the SOBRsure app.

“Our clients have also shared an unexpected benefit of wearing the sleek, fitness-style SOBRsure – seeing it physically on their wrist has created intrinsic accountability and reduced relapse rates. We did not expect the device to go well beyond monitoring and actually become a positive reinforcement tool, rather than a policing device.”—

About SOBRsafe™

Alcohol misuse is the fourth leading cause of preventable death in America, and the seventh worldwide. Yet prevention and monitoring solutions have not kept pace with this epidemic. Legacy technologies are invasive and inefficient, unhygienic and unconnected. There has to be a better way.

Enter SOBRsafe™. Our advanced transdermal (touch-based) technology detects and instantaneously reports the presence of alcohol as emitted through a user’s skin – no breath,

blood or urine sample is required. With a powerful backend data platform, SOBRsafe provides next generation, passive detection technology for the behavioral health, transportation, oil and gas, judicial and consumer markets.

The SOBRsafe technology is commercially available for access control (SOBRcheck), wearable use (SOBRsure) and licensing/white labeling. At SOBRsafe, we are **creating a culture of prevention and support**. To learn more, visit www.sobrsafe.com.

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Safe Harbor Statement

Our prospects here at SOBRsafe are subject to uncertainties and risks. This press release contains forward-looking statements that involve substantial uncertainties and risks. These forward-looking statements are based upon our current expectations, estimates and projections about our business, and reflect our beliefs and assumptions based upon information available to us at the date of this press release. In some cases, you can identify these statements by words such as “if,” “may,” “might,” “will,” “should,” “expects,” “plans,” “anticipates,” “believes,” “estimates,” “predicts,” “potential,” “continue,” and other similar terms. These forward-looking statements include, among other things, plans for proposed operations, descriptions of our strategies, our product and market development plans, and other objectives, expectations and intentions, the trends we anticipate in our business and the markets in which we operate, and the competitive nature and anticipated growth of those markets. We caution readers that forward-looking statements are predictions based on our current expectations about future events. These forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties and assumptions that are difficult to predict. Our actual results, performance or achievements could differ materially from those expressed or implied by the forward-looking statements as a result of a number of factors including, but not limited to, the risks and uncertainties discussed under risk factors in our registration statement on Form S-1, (File No. 333-267882) as well as our other filings with the SEC. We undertake no obligation to revise or update any forward-looking statement for any reason.

SOURCE: SOBR Safe, Inc.

View the original press release on accesswire.com