

## **Established Monitoring Provider Acquires SOBRsafe Products to Expand Justice and Behavioral Health Customer Base**

### ***Lake Erie Interlock Now Empowered to Service Probation Officers, Treatment Centers, Sober Living and More***

**DENVER, CO / April 2, 2024** / SOBR Safe, Inc. (NASDAQ:SOBR) ("SOBRsafe"), providers of next-generation transdermal alcohol detection solutions, today announced that Lake Erie Interlock, Inc. has made an initial purchase of both SOBRcheck and SOBRsure devices. With these solutions, Lake Erie Interlock has further diversified and expanded its service offering in Ohio, making available point-of-care screening (SOBRcheck) and continuous monitoring (SOBRsure) across the state.

### **The Front-Line Perspective**

"Since our founding in 1993, our main focus has been on serving customers dealing with the aftermath of alcohol-related problems," stated Lake Erie Interlock President Richard Friedman. "Unfortunately, we often come across familiar faces time and time again. Our goal is to support people in avoiding relapse and staying true to their commitment to sobriety. We're excited to partner with a company that can help end recidivism. SOBRcheck will ensure that probation officers, counselors, treatment center staff and sober living home staff receive alcohol testing results in real-time. SOBRsure provides a discreet alternative to the degrading stigma of a bulky ankle monitor or being subjected to breathalyzer tests. SOBRsafe's technology is a transformational advancement that propels our business into the future."

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### **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, judicial and consumer markets, and for licensing and integration.

The SOBRsafe technology is commercially available for point-of-care screening (SOBRcheck) and continuous monitoring (SOBRsure). At SOBRsafe, we are **creating a culture of**

**prevention and support.** To learn more, visit [www.sobrsafe.com](http://www.sobrsafe.com).

**Contact SOBRsafe:**

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**Safe Harbor Statement**

Our prospects here at SOBRsafe are subject to uncertainties and risks. This news release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Act of 1934. The Company intends that such forward-looking statements be subject to the safe harbor provided by the foregoing Sections. These forward-looking statements are based largely on the expectations or forecasts of future events, can be affected by inaccurate assumptions, and are subject to various business risks and known and unknown uncertainties, a number of which are beyond the control of management. Therefore, actual results could differ materially from the forward-looking statements contained in this presentation. The Company cannot predict or determine after the fact what factors would cause actual results to differ materially from those indicated by the forward-looking statements or other statements. The reader should consider statements that include the words “believes”, “expects”, “anticipates”, “intends”, “estimates”, “plans”, “projects”, “should”, or other expressions that are predictions of or indicate future events or trends, to be uncertain and forward-looking. We caution readers not to place undue reliance upon any such forward-looking statements. The Company does not undertake to publicly update or revise forward looking statements, whether because of new information, future events or otherwise. Additional information respecting factors that could materially affect the Company and its operations are contained in the Company’s filings with the SEC which can be found on the SEC’s website at [www.sec.gov](http://www.sec.gov).

**SOURCE:** SOBR Safe, Inc.



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