

Recovery Services Converting to SOBRsafe Band for Advanced Remote Monitoring, Replacing Breathalyzers

Two new customers cite passive, 24/7 capabilities and discrete, non-invasive client experience.

DENVER, CO / June 4, 2024 / SOBR Safe, Inc. (NASDAQ:SOBR) ("SOBRsafe"), provider of next-generation transdermal alcohol detection solutions, today announced that it has signed hardware/software agreements with prominent recovery services Hired Power and The Firm. Both providers have made initial SOBRsafe™ device purchases; following the forthcoming launch of SOBRsafe's enterprise client management software, they intend to replace breathalyzers for use in remote client monitoring.

Hired Power

Based in Huntington Beach, California, Hired Power is a leader in professionalized transition services, with over 20 years of experience. Hired Power holds the trust of thousands of treatment centers, professionals, clients and their loved ones. As an authority on interventions, safe passage, data-driven monitoring, Personal Recovery Assistants, case management and customizable coaching for individuals and families, Hired Power helps clients achieve and maintain successful recovery and fulfillment.

The Firm

Based in Nashville, Tennessee, The Firm provides lifesaving solutions to bridge the gap between addiction and long-term recovery, including family education, intervention, long-term case management and monitoring services for those battling addiction. The Firm's recovery professionals have been featured on A&E's Emmy Award-winning television show, "Intervention," and now host a popular podcast delving into addiction, intervention, recovery and family support.

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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.

Contact SOBRsafe:

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Safe Harbor Statement

This announcement includes forward-looking statements within the meaning of the Securities Exchange Act of 1934, as amended (the “Exchange Act”). These statements are based on management’s beliefs and assumptions, and on information currently available to management. Forward-looking statements include the information concerning our possible or assumed future results of operations set forth under the heading “Management’s Discussion and Analysis of Financial Condition and Results of Operations.” Forward-looking statements also include statements in which words such as “expect,” “anticipate,” “intend,” “plan,” “believe,” “estimate,” “consider,” or similar expressions are used.

Forward-looking statements are not guarantees of future performance. They involve risks, uncertainties, and assumptions. Our future results and shareholder values may differ materially from those expressed in these forward-looking statements. Readers are cautioned not to put undue reliance on any forward-looking statements.

SOURCE: SOBR Safe, Inc.



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