

SOBRsafe Elevates Brand with Prominent TV Personality, Recovery Advocate Jason Wahler

Former MTV Star Now Dedicated to Raising Awareness on Substance Abuse and Mental Health

DENVER, CO / October 25, 2023 / SOBR Safe, Inc. (NASDAQ:SOBR) (“SOBRsafe”), providers of next-generation transdermal alcohol detection solutions, is proud to announce its partnership with TV personality and recovery advocate Jason Wahler. Jason will provide strategic direction, industry introductions and brand exposure in support of SOBRsafe’s ongoing expansion in the prevention, treatment and recovery space.

Jason appeared on hit TV shows like MTV’s Laguna Beach, The Hills, Celebrity Rap Superstar and The Hills: New Beginnings. After years of publicly battling addiction, he sought help on Dr. Drew’s Celebrity Rehab and began a new life in recovery. Since then, Jason has dedicated himself to raising awareness about substance abuse and mental health, aiming to change the public’s negative perception of addiction.

“We are very excited about this new partnership,” said Justin Davis, Head of Corporate Development and Investor Relations for SOBRsafe™. “Jason’s incredible recovery story is well-documented, making him an ideal ambassador for our company. As SOBRsafe continues to gain momentum in behavioral health, Jason will not only be a great resource for us, but an inspiration for everyone on their own recovery journey.”

“I am thrilled to collaborate with SOBRsafe, a company that is truly prevention-focused and dedicated to making the world a safer place,” stated Jason Wahler. “Together, we can proactively address the issue of alcohol abuse and make an impact on people’s lives.”

In August, SOBRsafe introduced a game-changing new product, SOBRsure™ – a sleek, fitness-style wearable that provides continuous, mobile alcohol monitoring. The band’s advanced alcohol safety technology discreetly detects and instantaneously reports alcohol that your body naturally emits through your skin – no invasive breath, blood or urine sample is required. Additionally, SOBRsure features app-based alcohol detection alerts, pinpoint location tracking and band removal notifications.

“SOBRsure bands are slim, discreet, comfortable and provide a higher level of accountability for those struggling with alcoholism,” followed Jason. “I believe this technology has immediate applications across the continuum of care, for the parents of teen drivers and in DUI courts. SOBRsafe is a disruptive force in alcohol safety and wellness.”

SOBRsure wristbands are available for purchase at SOBRstore.com. With numerous potential use cases, SOBRsure has launched for outpatient alcohol treatment, teen drivers, establishing co-parenting confidence and over-the-road trucking. The band retails for

\$199.00, plus a modest software subscription fee.

Jason Wahler marks SOBRsafe's second prominent partnership secured this year, following the brand's announcement of its collaboration with Mothers Against Drunk Driving® (MADD) in June.

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.

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