

SOBRsafe Expands to Sober Living with New Behavioral Health Customer

Breyta House is dedicated to empowering women on their journey to recovery and overall wellness.

DENVER, CO / March 7, 2024 / SOBR Safe, Inc. (NASDAQ:SOBR) (“SOBRsafe”), providers of next-generation transdermal alcohol detection solutions, today announced that it has further expanded its support of the behavioral health continuum of care, entering the sober living sector with new customer Breyta House. Based in the Houston, Texas metro area, Breyta House is a recovery sanctuary where women can find the guidance, resources and community they need to reclaim their lives and create a brighter future. Breyta House is initially installing SOBRcheck™ for point-of-care alcohol screening, consistent with its culture of productive accountability.

Introducing Sober Living

Sober living facilities, also known as recovery housing, is defined by the Substance Abuse and Mental Health Services Administration (SAMHSA) as “a recovery support service that was designed by persons in recovery specifically for those initiating and sustaining recovery from substance use issues. Founded on social model recovery principles, the recovery housing setting is the service. Research has demonstrated that recovery housing is associated with a variety of positive outcomes for residents including decreased substance use, reduced likelihood of return to use, lower rates of incarceration, higher income, increased employment and improved family relationships.”

Per SAMHSA, as of 2020 there were an estimated **17,934 recovery homes** across the United States. (Source)

SOBRsafe’s Behavioral Health Rollout

“With our ability to provide both point-of-care screening and continuous monitoring, we believe that we are uniquely positioned to support all components of behavioral health,” stated SOBRsafe Chairman & CEO Dave Gandini. “Already we have been adopted for inpatient, residential and outpatient uses, as well as for facility and practice management software integration. We deeply align with the mission of Breyta House, and we are proud to add our advanced technology to its cutting-edge sober living model.”

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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.

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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.

SOURCE: SOBR Safe, Inc.

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