

## **SOBRsafe Gaining Momentum in Behavioral Health, Signs Fourth Customer**

**DENVER, CO / January 25, 2024** / SOBR Safe, Inc. (NASDAQ:SOBR) (“SOBRsafe”), providers of next-generation transdermal alcohol detection solutions, today announced that it has signed its fourth behavioral health provider. Based in Southern California, the customer (name withheld for patient privacy considerations), operates four facilities and an outpatient program. The customer is initially installing SOBRcheck™ in one facility for point-of-care screening, and is evaluating the technology for expansion into its remaining facilities. The customer is also evaluating the wearable band SOBRsure™ for continuous monitoring in an outpatient scenario.

“This customer is consistent with our approach to the behavioral health market – sign providers with multiple uses for our technology, prove its efficacy and expand within the account,” stated SOBRsafe Chairman and CEO Dave Gandini. “We are proud of our progress within behavioral health, and we believe that these foundational customer commitments could accelerate industry adoption.”

### **Additional Behavioral Health Traction to Date**

- SOBRsafe Selected as Exclusive Alcohol Data Partner for Next-Gen Digital Healthcare Platform
- Customer Oceanfront Recovery Expands SOBRsafe Technology Use
- SOBRsafe Continues Behavioral Health Inroads with New Award-Winning Customer
- California Courts are Approving the Use of SOBRsure for Alcohol Monitoring Mandates
- SOBRsafe Secures First Rehabilitation Customer, Industry Advocate

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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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