

## **SOBRsafe Launches National Marketing Initiative**

### ***Comprehensive B2B Campaign Includes Public Relations, Digital & Social Media Marketing***

**DENVER, CO / August 28, 2024** / SOBR Safe, Inc. (NASDAQ:SOBR) (“SOBRsafe”), provider of next-generation transdermal alcohol detection solutions, today announced the launch of a national campaign targeting behavioral health providers, seeking to introduce the SOBRsafe™ technology and drive sales growth into 2025. The campaign is engineered to capture more than 4,000,000 projected views over 12 months. In partnership with prominent national agencies across public relations and digital and social media marketing, this approach will present SOBRsafe to more than 45,000 behavioral health decision makers.

“Consistent with our strategy, we established our technology in the behavioral health vertical with our first revenue-generating customers in 2024,” stated SOBRsafe CEO and Chairman Dave Gandini. “We are working with national communications leaders to build the SOBRsafe brand, grow demand and gain market share. This effort will move us closer to improving patient outcomes and saving lives.”

—

### **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:**

[IR@sobrsafe.com](mailto:IR@sobrsafe.com)

### **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.

View the original press release on [accesswire.com](http://accesswire.com)