

SOBRsafe Launches Production of its Alcohol Detection Wearable, SOBRsure

The SOBRsure Innovation Could Make Our Roadways Safer, Revolutionize Workplace Safety and Accelerate Alcohol Recovery

DENVER, CO / July 19, 2023 / SOBR Safe, Inc. (Nasdaq:SOBR) (SOBRsafe™), providers of next-generation transdermal alcohol detection solutions, today announced that it has initiated commercial production of its alcohol detection wristband, SOBRsure™. SOBRsure will be available for purchase August 1, 2023, and the Company is currently accepting pre-orders. SOBRsure is being produced in the United States by Michigan-based BGM Electronic Services, a General Motors Supplier of the Year. With numerous potential applications, SOBRsure is initially intended for use by teen drivers and over-the-road trucking, and for outpatient alcohol use disorder (AUD) treatment.



“We are incredibly proud of this technology breakthrough. Launching commercial production of SOBRsure is a watershed moment for SOBRsafe, and for the alcohol detection industry,” stated SOBRsafe Chairman & CEO Dave Gandini. “For the past several months we have subjected SOBRsure to intense scrutiny and rigorous testing, and it now operates with a high degree of accuracy and dependability. With our August 1st sales launch we will begin fulfilling pre-orders and satisfying backlog demand.”

The SOBRsure™ wristband is a sleek, fitness-style wearable that features:

- Continuous alcohol monitoring
- GPS location tracking
- Band removal alerts
- A phone-based app for parents, administrators and telehealth professionals
- 3-day battery life
- No cartridge to replace



About SOBRsafe™

The annual cost of alcohol abuse in the U.S. is **\$249 billion**. Nearly half of all industrial accidents with injuries are alcohol-related, and 1-in-10 U.S. commercial drivers test positive for alcohol (the highest rate worldwide). In response, SOBRsafe™ has developed a proprietary, touch-based identity verification, alcohol detection and cloud-based reporting system. The technology is transferable across innumerable form factors, including stationary

access control, personal wearables and telematics integration.

A preventative solution in historically reactive industries, it is being deployed for commercial fleets, workplaces, alcohol rehabilitation, probation management and teen drivers. This patent-pending alcohol detection solution helps prevent an intoxicated worker from taking the factory floor or a driver from receiving the keys to a truck, bus or the family car. An offender is immediately flagged, and an administrator is empowered to take the appropriate corrective actions. 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.

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