

SOBRsafe Launches SOBRsure Wearable with Ridesharing Innovator RUBI

Safety-Centric Transportation Service for Families Intends to Scale with SOBRsafe™

DENVER, CO and WASHINGTON, DC / August 1, 2023 / SOBR Safe, Inc. (NASDAQ:SOBR) (SOBRsafe™), providers of next-generation transdermal alcohol detection solutions, today announced that it has signed a software as a service (SaaS) agreement with ridesharing innovator RUBI to provide continuous driver alcohol monitoring via the game-changing wearable SOBRsure™. RUBI provides trusted transportation for children and seniors. In partnership with SOBRsafe, RUBI is now the first ridesharing service to verify in real time that its drivers are alcohol-free – setting a new industry standard for rider, driver and roadway safety. RUBI is currently integrating SOBRsure into its home market of Washington D.C., Maryland and Northern Virginia. RUBI intends to expand to additional markets, with SOBRsure central to its unique safety offering.

“Given the precious nature of our passengers, safety drives everything at RUBI,” affirmed RUBI founder & CEO Noreen Butler. “We adhere to a high code of conduct and practice zero tolerance for impaired driving. As such, SOBRsure™ wearable alcohol monitoring is the ideal addition to our safety platform that includes rigorous background checks, driving record monitoring, social media screening and state vehicle inspections.

“SOBRsure further enhances our risk mitigation process and creates a key competitive differentiator. With SOBRsure data integrated into the RUBI app, families enjoy remote alcohol safety assurance. Our drivers have embraced SOBRsure as they share our commitment to the highest safety standard – they are proud to deliver the safest rides available. We have established a blueprint for strategic rollout, and we are eager to scale in partnership with SOBRsafe.”

SOBRsafe Chief Revenue Officer Michael Watson followed, “RUBI is the perfect rideshare launch partner – with their driver buy-in and ultimate control of the safety equation, RUBI is an exception to the typical wide-open rideshare model. Through this partnership, we intend to give families increased peace of mind when their children and seniors need a ride, and introduce to the industry preventative, on-person alcohol detection. With SOBRsure™ now available for sale, we are excited to integrate with RUBI and accelerate our growth together.”

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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, rideshare vehicle 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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