

SOBRsafe Secures First Rehabilitation Customer, Industry Advocate

Southern California Residential Treatment Center has Implemented both SOBRcheck and SOBRsure

DENVER, CO / September 7, 2023 / SOBR Safe, Inc. (Nasdaq:SOBR) (SOBRsafe™), providers of next-generation transdermal alcohol detection solutions, today announced that it has secured its first alcohol rehabilitation customer, Oceanfront Recovery. Based in Laguna Beach, California, Oceanfront has installed SOBRcheck™ at its headquarters, and has deployed SOBRsure™ for continuous client monitoring. In addition, Oceanfront President and COO Keenen Diamond has joined SOBRsafe as a Strategic Advisor, helping SOBRsafe gain industry exposure and adoption.

“The SOBRsafe technology keeps people in recovery abstinent and accountable – potentially saving lives,” stated Mr. Diamond. “I believe that the applications for my industry are myriad and immediate. Following our own successful tests and implementation, I have already received strong interest from my peers in residential treatment, intensive outpatient programs (IOP) and the sober living arena.”

Followed SOBRsafe CEO and Chairman Dave Gandini, “I’m very proud that, just one week after announcing our SOBRsure sales launch, our wearable band is already being utilized to support recovery and bring families back together. The addition of Keenen is also a critical milestone – he is a true leader in the treatment industry, and we believe his advocacy of our technology is a significant validation.”

Introducing Strategic Advisor Keenen Diamond

Keenen Diamond has served as President and COO of Oceanfront Recovery since 2016, leading all licensure, accreditation, clinical development, operations, marketing and business development efforts. He has successfully negotiated contracts with most major insurance companies and has ensured that the company stays true to its mission of reasonably priced, quality care. Keenen is also a Behavioral Healthcare Consultant who has worked successfully with numerous treatment providers, instituting operational best practices. Keenen currently serves on the Membership Committee for the National Association of Addiction Treatment Providers (NAATP). Keenen was previously the Director of Operations for a 112-bed behavioral health care company in Newport Beach, California, where he was responsible for day-to-day operations and the supervision of over 80 employees.

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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, 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.

Contact SOBRsafe:

IR: investor.relations@sobrsafe.com

Sales: michael.watson@sobrsafe.com

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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