

SOBRsafe Secures New Three-Facility Behavioral Health Customer, New Justice Channel Partner

Expands SOBRsafe Footprints in Key Markets Southern California and Texas

DENVER, CO / May 2, 2024 / SOBR Safe, Inc. (NASDAQ:SOBR) ("SOBRsafe"), provider of next-generation transdermal alcohol detection solutions, today announced that it has signed a hardware/software agreement with a three-facility behavioral health provider, and a reseller agreement with a new channel partner servicing the justice, workplace safety and family law markets.

New Behavioral Health Customer

Based in Southern California, the customer¹ provides the full continuum of care, from inpatient detoxification and residential treatment to outpatient services. The customer purchased and has now installed a SOBRcheck™ device in each of its three facilities to enable point-of-care screening. Describing it as "a game-changer", the customer believes SOBRsafe's technology will streamline operations and eliminate a costly administrative expense.

New Channel Partner

Based in San Antonio, Texas, Alcohol Monitoring Solutions DBA² 365IID has purchased an initial three SOBRcheck devices and two SOBRsure wearable wristbands, and intends to place an additional order for both in the next 30 days. 365IID is presenting the SOBRsafe technology in the San Antonio and El Paso areas for pre-trial and Drug Court applications, and for workplace safety in warehouses.

SOBRsafe has now secured 18 new accounts in 2024, compared to three accounts booked in all of 2023.

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¹*The customer has asked that its name be withheld for patient privacy considerations, a request common to behavioral health and a right to privacy SOBRsafe definitively respects.*

²*"Doing business as"*

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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.

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.

SOURCE: SOBR Safe, Inc.



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