

SOBRsafe Success Leads to Expansion Across all US Locations for Oil and Gas Customer Owned by \$20 Billion+ International Conglomerate

Performance at First Two TerraTech Installations Drives Rollout to 17 Sites Across 11 States

DENVER, CO / January 31, 2023 / SOBR Safe, Inc. (NASDAQ:SOBR) (SOBRsafe™ or the Company), providers of industry-leading alcohol screening solutions, today announced that its first two SOBRcheck™ installations in the oil and gas industry were successful, driving expansion across all US locations for TerraTech Services (TerraTech), one of the world's largest oilfield services and logistics providers. TerraTech serves every major US oilfield basin, and initially installed SOBRcheck in two of its service centers for both fleet and workplace applications. Based on SOBRcheck's alcohol screening performance, TerraTech is rolling the technology out to its 17 locations across 11 states. TerraTech expects to complete the expansion in April of this year.

TerraTech, through its parent entity, is one of more than 100 companies owned by an international conglomerate with annual revenue exceeding \$20 billion.

"SOBRcheck™ is impressive technology, and I can't wait to get it installed everywhere," stated TerraTech Health, Safety & Environmental (HSE) Manager Jerry Smith. "I'm also going to share it within my peer group of HSE professionals, as it is going to prevent a lot of incidents - we just need to get the technology out there."

Followed SOBRsafe Chairman and CEO Dave Gandini. "We believe that this is a tipping point for SOBRsafe, and a blueprint for 2023 success. TerraTech validated the SOBRcheck technology in both controlled test and extended field use scenarios, leading quickly to company-wide deployment. We are proud to partner with such an innovative organization, and we believe the oil and gas industry will now look to TerraTech and SOBRsafe as the alcohol safety model to follow. We look forward to updating the investment community on this unfolding story."

An Industry Epidemic

Oil and gas experiences the highest rate of binge drinking of any industry in the United States [1]:

- Across all industries and occupations, binge drinking is most common among oil and gas extraction workers at 26%
- Four other safety-sensitive occupations critical to oil and gas rank in the first five positions for excessive drinking, including construction; installation, maintenance & repair; production; and transportation
- Per the 2021 US Census, these oil and gas occupations employ more than **50,000**

workers

- Across all occupations, the industry employs over **100,000** people [2]

A New Era of Alcohol Safety and Support

SOBRsafe's advanced safety management technology SOBRcheck™ hygienically detects and instantaneously reports the presence of alcohol as emitted through the pores of a fingertip – no breath, blood or urine sample is required, just the touch of a finger. SOBRcheck was recently awarded the *Occupational Health & Safety 2022 New Product of the Year – Safety Monitoring Devices*, and has received the Child Safety Network Safe Family Seal of Approval.

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 and probation management; other intended applications include air and rail, and young 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 rideshare vehicle. 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.

SOURCE: SOBR Safe, Inc.

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