

SOBRsafe to Air Nationally on CNN, Fox Business, CNBC and Bloomberg

Investor Awareness and School Bus Safety Campaign to Reach Over 27 Million Homes

DENVER, CO / November 21, 2022 / SOBR Safe, Inc. (Nasdaq:SOBR) (SOBRsafe™), providers of industry-leading alcohol detection solutions, today reaffirmed its commitment to building broad investor awareness, while leveraging all communications to advance commercial sales. SOBRsafe's professionally-produced school bus safety content will air weekdays on CNN, Fox Business, CNBC and Bloomberg over the first three weeks of December, during the prime viewing hours of 9:00am – 4:30 PM Eastern. The campaign targets 91 major markets across 36 states, and will deliver over 20 million impressions to more than 27 million households.

“We are incredibly excited to introduce the SOBRsafe story and technology to a new nationwide audience – and through some of the most powerful business media platforms in the world,” stated SOBRsafe Chairman & CEO Dave Gandini. “We believe that this initiative will serve the dual purpose of expanding investor awareness, while introducing our advanced screening solutions to decision makers in the \$180 million¹ school bus safety market.”

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 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.

¹*Annual revenue opportunity – total school bus count * SOBRsafe per user subscription pricing.*

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, Denver-based 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 for telematics integration.

A preventative solution in historically reactive industries, it is being deployed for commercial fleets, workplaces and alcohol rehabilitation; other intended applications include probation

management 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**. 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, as amended (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.

View source version on accesswire.com:

<https://www.accesswire.com/727263/SOBRsafe-to-Air-Nationally-on-CNN-Fox-Business-CNBC-and-Bloomberg>