

SOBRsafe Welcomes the Oglala Lakota Nation, Second Native American Tribal Customer

Oglala Lakota Nation Pioneering Humane Alcohol Screening for Community-Wide Probation Management

DENVER, CO / February 29, 2024 / SOBR Safe, Inc. (NASDAQ:SOBR) (SOBRsafe™), providers of next-generation transdermal alcohol detection solutions, today announced that the Oglala Lakota Nation is adopting the SOBRcheck™ technology for use in its community-wide probation management program. The Oglala Lakota Nation is a Self-Governing Nation within the United States, and its Pine River Reservation in South Dakota is the eighth-largest Native American reservation in the U.S. The Oglala Lakota Nation is initially implementing SOBRcheck to provide efficient, hygienic and humane frontline alcohol screening for 60-plus probationers, three times a week.

This is SOBRsafe's second engagement among the 574 sovereign tribal nations in the United States. This latest engagement was facilitated by channel partner KCG Drug Alcohol Solutions.

"Our law enforcement function is resource-constrained, so we are always seeking ways to innovate and gain operational efficiencies," stated Warren Cross, Lab Director, Oglala Sioux Tribe Clinical Lab. "SOBRcheck is faster and cleaner than the legacy breathalyzer method, both freeing up staff time and creating a safer work environment. Moreover, it brings dignity to detection in a tightly-knit community. We don't seek to embarrass our friends and neighbors - SOBRcheck helps remove that emotion from the alcohol screening process."

Followed SOBRsafe Chairman & CEO Dave Gandini, "We are honored to support the Oglala Sioux Tribe. They seek to streamline probation management, and we believe our technology is ideally suited to the task. We look forward to demonstrating meaningful advancements in the weeks to come."

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 reports in real-time 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 access control (SOBRcheck), wearable use (SOBRsure) and licensing/white labeling. 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.

View the original press release on accesswire.com