

SOBRsure Alcohol Detection Wearable Launches in Australia, New Zealand

Drug Testing Business Success Now Introducing SOBRsure™ to Behavioral Health, Justice Sectors

DENVER, CO / January 30, 2024 / SOBR Safe, Inc. (NASDAQ:SOBR) (“SOBRsafe”), providers of next-generation transdermal alcohol detection solutions, today announced that it has initiated SOBRsure™ sales activities in Australia and New Zealand – via an international channel partnership with Drug Testing Business Success, the region’s leading drug and alcohol testing service provider. Drug Testing Business Success has deep experience in the transdermal alcohol detection industry, having represented the world’s most widely-used ankle bracelet for 14 years. Drug Testing Business Success intends to drive SOBRsure orders through a coalition of suppliers and a dedicated e-commerce website, with a focus on behavioral health and justice. Following a 90-day proof-of-concept, SOBRsure has been launched for sale and is in active client use.

“We believe we are gaining momentum and demonstrating traction in the behavior health and justice markets here in the US, and this most recent agreement with our newest channel partner is a meaningful validation of our technology and approach,” stated SOBRsafe Chairman and CEO Dave Gandini. “We’re excited about this new revenue stream in Australia and New Zealand, and we believe that this could accelerate broader global expansion.”

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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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