

With Two New Behavioral Health Customers, the SOBRsure Band is Transforming the Standard for Continuing Care Monitoring

Providers Citing Cost-Effectiveness, 24/7 Reporting, Passive Monitoring as Advantages Over Breathalyzers

DENVER, CO / June 18, 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 two new behavioral health customers¹. Both the Texas-based integrative care provider and the Colorado-based recovery services provider have made initial SOBRsure wearable band purchases on behalf of their clients.

Texas Customer – the facility intends to present SOBRsure to clients as a more cost-effective, more discrete option for outpatient monitoring, and one that empowers continuous alcohol insight – not just at occasional points in time.

Colorado Customer – this case manager and interventionist is adding SOBRsure as a new standard tool for 24/7 support in the continuing care process, and believes the price and the inconspicuous nature of the band are ideal for client adoption and ongoing use.

SOBRsafe has now secured 23 new accounts in 2024, compared to three accounts booked in all of 2023.

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¹*The customers have asked that their names be withheld for patient privacy considerations, a request common to behavioral health and a right to privacy SOBRsafe definitively respects.*

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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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