

February 20, 2025



SOBRsafe and Orbiit Announce Partnership to Enhance Alcohol Recovery Through AI and Wearable Technology

DENVER, Feb. 20, 2025 /PRNewswire/ -- [SOBR Safe, Inc.](#) (NASDAQ:SOBR) ("SOBRsafe"), the leader in next-generation alcohol detection technology, and Orbiit, an AI-driven alcohol recovery platform, are proud to announce their first strategic AI partnership, one that will revolutionize the way individuals manage their alcohol use and sobriety. This collaboration represents both a significant commercial development for SOBRsafe, and a major step forward in recovery support - providing individuals with a non-judgmental, accessible and data-driven path to sobriety.



SOBRsafe and Orbiit partner to revolutionize alcohol recovery with AI and wearable technology.

According to AmericanAddictionCenters.org, over 28 million people in the U.S. suffered from Alcohol Use Disorder (AUD) in 2023, yet only 15.6% received treatment¹. Recognizing the gap in treatment options, the two companies have identified a critical demand for accessible and innovative recovery

solutions. This partnership addresses that need by pairing SOBRsafe's transformational transdermal alcohol detection wristband with Orbiit's AI-powered engagement platform, offering a data-driven approach to behavioral modification and enhancing recovery outcomes.

"We are inspired to partner with Orbiit on our shared mission to introduce innovative solutions to individuals on their sobriety journey," said David Gandini, CEO of SOBRsafe. "In addition to the continuous transdermal alcohol detection, real-time alerts and GPS tracking we already offer with our discrete SOBRsure band, SOBRsure users who engage with Orbiit's platform will now have access to 24/7 AI support."

"Human behavior is deeply shaped by habit formation and social reinforcement," said Dr. Edward Valentin, Ph.D, LCSW MAC, a staff neuroscientist at Emory University and research and development consultant for Orbiit. "Integrating wearables like the SOBRsure band with real-time monitoring with Orbiit's daily interventions aligns with well-established behavioral science and affective neuroscience principles. By leveraging classical conditioning and cognitive reinforcement, this partnership has the potential to enhance accountability, motivation and long-term recovery success."

The new partnership features three key components:

- **SOBRsure™ Band** – SOBRsafe's wearable device provides passive, transdermal

(touch-based) alcohol detection and serves as a constant, visual reminder of an individual's sobriety commitment

- **AI-Powered Orbie** – A sophisticated chatbot and support system that offers 24/7 engagement, personalized interventions and structured micro-courses designed to reinforce recovery habits
- **SMS Accountability Messaging** – Strategically timed messages every day keep users engaged, providing encouragement and actionable insights while seamlessly integrating into daily life

The Orbiit Recovery Program is a six-month initiative priced at \$3,995, which includes the SOBRsure band and full access to Orbiit's AI-driven platform. Orbiit is accessible online and via text message, while SOBRsure band insights are available through the SOBRsafe app. Future integrations could bring an even more seamless experience, allowing users to view their SOBRsure data directly within the Orbiit platform.

By merging AI and wearable technology, SOBRsafe and Orbiit are setting a new standard for alcohol recovery solutions. For more information about the companies and program availability, please visit <https://myorbiit.com> and <https://sobrsafe.com>.

¹Source: [American Addiction Centers](#)

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.

ABOUT Orbiit

Welcome to Orbiit, where innovation and compassion intersect to transform the landscape of addiction recovery. Our journey began with a simple yet powerful vision: to create a recovery program that not only addresses the complexities of addiction but also harnesses the power of cutting-edge technology to provide continuous, personalized support. Orbiit is a dynamic program that can be used as an after plan, probation fulfillment, accountability strategy and of course as a first line recovery guide.

PRESS CONTACT

Talia Rotenberg
talia@stanton-company.com
310.339.3591

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.

View original content to download multimedia:<https://www.prnewswire.com/news-releases/sobrsafe-and-orbiit-announce-partnership-to-enhance-alcohol-recovery-through-ai-and-wearable-technology-302380958.html>

SOURCE SOBR Safe, Inc.