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# SOBRsafe Distributor Secures Large Industrial Customer, Validates Sales Strategy

***Butterfield Onsite Drug Testing Converting Customers from Legacy Screening to SOBRcheck Technology***

**DENVER, CO / ACCESSWIRE / October 19, 2022** / [SOBR Safe, Inc.](#) (NASDAQ:SOBR) (SOBRsafe™ or the Company), providers of industry-leading alcohol screening solutions, today announced that a prominent west coast commercial construction company is implementing [SOBRcheck™](#) as the new front line alcohol screening solution for its more than 400 employees across multiple locations. The construction company is an established customer of SOBRsafe distributor [Butterfield Onsite Drug Testing](#), and its conversion to SOBRsafe's advanced safety technology validates the Company's sales strategy.

## **Striving to Make Workplaces Safer for All**

SOBRsafe's mission is to directly address and help eliminate the significant alcohol-related risk common to the construction industry:

- Over 20% of construction risks are alcohol-related
- The total annual cost of all U.S. construction injuries is \$12 billion
- 12% of construction employees have an alcohol use disorder, versus 7.5% nationally
- 21% of occupation fatalities occur in construction

SOBRcheck can verify the sobriety of all employees as they arrive on the job - instantaneously and with no invasive, unhygienic tests.

## **Advancing the Industry Safety Standard**

"We believe that SOBRsafe's safety technology is a true game-changer for construction and all safety-sensitive industries," said Butterfield Onsite Drug Testing Owner and CEO Tracie Butterfield. "With this first customer we have launched our [touch-based detection offering](#), and alerted the marketplace that there is a new standard for advanced alcohol screening. Given the regional prominence of the customer, we expect that this engagement will stimulate additional conversations and open doors to broader adoption."

## **Establishing Market Momentum**

"In launching any technology product - especially one as potentially disruptive as

SOBRcheck - it is critical to secure a foundational customer, and establish both precedent and a use case," stated SOBRsafe Chief Revenue Officer Michael Watson. "Tracie and team have now achieved that, and we anticipate that their early success will further empower our distributors across the country. We are proud to be aligned with Butterfield Onsite Drug Testing and their unrivaled energy and expertise."

## **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 recently awarded the *Occupational Health & Safety 2022* [New Product of the Year](#) - Safety Monitoring Devices.

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## **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, 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, alcohol rehabilitation and probation management; other intended applications include airlines 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 and support**. To learn more, visit [www.sobrsafe.com](http://www.sobrsafe.com).

## **Contact SOBRsafe:**

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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, as amended (File No. 333-262665) as well as our other filings with the SEC. We undertake no obligation to revise or update any forward-looking statement for any reason.

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**SOURCE:** SOBR Safe, Inc.

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