

October 13, 2023



# Wrap Technologies Launches Nationwide “Don't Hurt Those Already Hurting” Campaign

**Global leader in innovative technologies plans to unveil series of community focused initiatives on bridging mental health and policing**

TEMPE, Ariz., Oct. 13, 2023 (GLOBE NEWSWIRE) -- [Wrap Technologies, Inc. \(Nasdaq: WRAP\)](#) (“Wrap” or the “Company”), a global leader in innovative public safety technologies and services, today announced the launch of a new national campaign, “Don’t Hurt Those Already Hurting.” The initiative aims to bring together law enforcement agencies throughout the country to promote and support local mental health related community programs.

As part of this campaign, Wrap will roll out a series of partnerships with law enforcement agencies across the US. The company and local law enforcement agencies will team up to support community outreach programs, develop collaborative partnerships, and make donations to local mental health related organizations to help bridge the gap between policing, technology, and mental health.

“We are committed to creating a safer, more humane world. ‘Don’t Hurt Those Already Hurting’ underscores our dedication to protecting those who are most vulnerable and provides a holistic approach that combines compassion, service, and innovation,” said Kevin Mullins, CEO of Wrap Technologies. “Through advanced technology and awareness, we aspire to make a lasting impact with our agency partners in the coming months.”

Wrap is looking to sign up a coalition of one million law enforcement officers, civil rights leaders, and mental health professionals to join them in this endeavor. Participants in the campaign will help organize and engage in local programs between law enforcement agencies and mental health professionals and will have the opportunity to nominate community organizations specializing in mental health and suicide prevention services.

“A nationwide campaign like this represents a critical step forward in bringing together police and community,” said Greg Hansch, LMSW, Executive Director of NAMI. “It aligns perfectly with the essential goals of promoting mental well-being and promises to break down stigma, spark vital conversations, and foster empathy. By elevating police and mental health community providers through dialogue and support, Wrap is helping lead the change around the future of policing.”

“As a new agency to deploy BolaWrap and seeing early success with situational de-escalation in our city, this initiative is incredibly important to both our officers and the community they serve,” said Chief Gary Tomatani of the Hawthorne, California Police Department. “We look forward to working with the ‘Don’t Hurt Those Already Hurting’ campaign and proudly stand beside their work in promoting conversations and action around

mental health.”

To participate in the campaign and join the one million people making a difference, visit [988Wrap.com](http://988Wrap.com).

## **About Wrap**

Wrap Technologies, Inc. (Nasdaq: WRAP) is a leading global provider of advanced public safety solutions, integrating ultramodern technology, cutting-edge tools, and comprehensive services to address the complex, modern day challenges facing public safety organizations around the world. Guided by a no-harm principle, Wrap is dedicated to developing groundbreaking solutions that empower public safety agencies to safeguard the communities they serve in a manner that fosters stronger relationships. Driving safer outcomes, empowering public safety and communities to move forward together.

Wrap's BolaWrap<sup>®</sup> solution encompasses an innovative and patented hand-held remote restraint device, strategically engineered with Wrap's no-harm guiding principle to proactively deter escalation by deploying a Kevlar<sup>®</sup> tether that safely restrains individuals from a distance. Combined with BolaWrap<sup>®</sup> training, certified by the esteemed International Association of Directors of Law Enforcement Standards and Training (IADLEST), Wrap enables officers from over 900 agencies across the US and 60 countries around the world, with the expertise to effectively use BolaWrap<sup>®</sup> as an early intervention measure, mitigating potential risks and injuries, averting tragic outcomes. Saving lives with each wrap.

Wrap Reality<sup>™</sup>, the Company's advanced virtual reality training system, is a fully immersive training simulator and comprehensive public safety training platform equips first responders with the discipline and practice to prevent escalation, de-escalate conflicts, and apply appropriate tactical use-of-force measures to better perform in the field. By offering a growing range of real-life scenarios, Wrap Reality<sup>™</sup> addresses the dynamic nature of modern law enforcement situations for positive public safety outcomes. Building safer communities one decision at a time.

Wrap's Intinsic solution is a comprehensive, secure and efficient body worn camera and evidence collection and management solution designed with innovative technology to quickly capture, safely handle, securely store, and seamlessly track evidence, all while maintaining full transparency throughout the process. With meticulous consolidation and professional management of evidence, confidence in law enforcement and the justice system soars, fostering trust and reliability in court outcomes. Intinsic's efficient system streamlines the entire process seamlessly, empowering all public safety providers to focus on what matters. Expediting justice with integrity.

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## **Trademark Information**

Wrap, the Wrap logo, BolaWrap<sup>®</sup>, Wrap Reality<sup>™</sup> and Wrap Training Academy are

trademarks of Wrap Technologies, Inc., some of which are registered in the U.S. and abroad. All other trade names used herein are either trademarks or registered trademarks of the respective holders.

**Cautionary Note on Forward-Looking Statements - Safe Harbor Statement**

*This press release contains “forward-looking statements” within the meaning of the “safe harbor” provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to: statements regarding the Company’s overall business; total addressable market; and, expectations regarding future sales and expenses. Words such as “expect,” “anticipate,” “should”, “believe”, “target”, “project”, “goals”, “estimate”, “potential”, “predict”, “may”, “will”, “could”, “intend”, and variations of these terms or the negative of these terms and similar expressions are intended to identify these forward-looking statements. Moreover, forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond the Company’s control. The Company’s actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to: the Company’s ability to successfully implement training programs for the use of its products; the Company’s ability to manufacture and produce product for its customers; the Company’s ability to develop sales for its new product solution; the acceptance of existing and future products; the availability of funding to continue to finance operations; the complexity, expense and time associated with sales to law enforcement and government entities; the lengthy evaluation and sales cycle for the Company’s product solution; product defects; litigation risks from alleged product-related injuries; risks of government regulations; the business impact of health crises or outbreaks of disease, such as epidemics or pandemics; the impact resulting from geopolitical conflicts and any resulting sanctions; the ability to obtain export licenses for countries outside of the US; the ability to obtain patents and defend IP against competitors; the impact of competitive products and solutions; and the Company’s ability to maintain and enhance its brand, as well as other risk factors mentioned in the Company’s most recent annual report on Form 10-K, quarterly report on Form 10-Q, and other SEC filings. These forward-looking statements are made as of the date of this press release and were based on current expectations, estimates, forecasts, and projections as well as the beliefs and assumptions of management. Except as required by law, the Company undertakes no duty or obligation to update any forward-looking statements contained in this release as a result of new information, future events or changes in its expectations.*

Wrap’s headquarters are in Tempe, Arizona.  
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Source: Wrap Technologies, Inc.