

March 26, 2024



SOBRsafe Expands to Psychological Services and Therapy Sector with New Behavioral Health Customer

Establishes Model for Practices to Ensure Alcohol Safety While Maintaining Patient Dignity

DENVER, CO / ACCESSWIRE / March 26, 2024 /[SOBR Safe, Inc.](#) (NASDAQ:SOBR) ("SOBRsafe"), providers of next-generation transdermal alcohol detection solutions, today announced that it has further expanded its support of the behavioral health continuum of care, entering the psychological services and therapy sector with new customer The Neeble Diamond Group. The Neeble Diamond Group will utilize the SOBRcheck™ point-of-care screening technology in applicable cases, to ensure the absence of alcohol prior to client therapy.

"For both the safety of our therapists and the efficacy of our sessions, it is essential that our clients be alcohol-free upon arrival," stated Dr. Mandy Neeble-Diamond, founder and President. "However, historical detection methods are invasive and thus inappropriate in our setting. Now, with SOBRcheck's easy and discrete touch-based testing, we feel we have an ideal method to maintain client trust, while bolstering both safety and accountability. SOBRcheck can provide pre-incident prevention, and even serve as a deterrent to a client arriving impaired. For group practices like ours, we believe SOBRcheck is a natural next step in optimizing therapeutic outcomes."

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.

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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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