

April 17, 2024



With New Four-Facility Customer, SOBRsafe Enters Florida - a Key Behavioral Health Market

SOBRcheck™ Replaces Breathalyzers for Frontline Screening, Empowers Expanded Monitoring

DENVER, CO / ACCESSWIRE / April 17, 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 four-facility behavioral health provider. Based in Florida, the customer¹ provides the full continuum of care, from inpatient detoxification and residential treatment to outpatient services. The customer has now installed SOBRcheck™ in each of its four facilities to enable point-of-care screening. The customer is also evaluating the Company's wearable band SOBRsure™ for continuous monitoring in an outpatient application.

This customer is one of sixteen new accounts that SOBRsafe secured in the First Quarter 2024, versus three accounts booked in all of 2023.

¹*The customer has asked that its name be withheld for patient privacy considerations, a request common to behavioral health and a right to privacy SOBRsafe definitively respects.*

A Transformative Technology for Alcohol Intelligence

"The customer historically used breathalyzers for select check-ins, but felt these legacy devices were too inefficient and invasive for uniform entry screening," stated SOBRsafe Director of Commercial Development Eddie Kilroy. "With SOBRcheck, the provider can verify the absence of alcohol in just 10 seconds or less, in a humane and cost-effective manner. The customer is streamlining operations with automatic results reporting, and electronic records searchable by individual and location. Switching to SOBRcheck has empowered them to enhance and expand their screening protocols, while likely reducing attempts to subvert the testing process."

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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

individual use 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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