

May 24, 2022



New SOBRsafe Customer a Potential Gateway to Commercial Fleets

Michigan's Advance Freight Traffic Service Hosts Successful Pilot, Converts to Customer

DENVER, CO / ACCESSWIRE / May 24, 2022 /[SOBR Safe, Inc.](#) (NASDAQ:SOBR) (SOBRsafe™ or the Company), providers of innovative solutions for alcohol safety management, today announced that pilot program host [Advance Freight Traffic Service](#) has signed a multi-year service agreement with SOBRsafe. Based in Michigan and serving significant customers nationwide, Advance Freight works closely with major commercial carriers to ensure its customers are accurately billed. Advance Freight has installed SOBRsafe's alcohol screening technology in its headquarters and is introducing the Company to its unrivaled rolodex of commercial fleet decision-makers.

"During our pilot testing, we had a very productive experience with the SOBRsafe team and its technology," stated Advance Freight President/Co-Owner Jeff Bogden. "The solution performed precisely as expected, and we are excited to integrate it into our operations for daily, uniform safety screening. I have been working with logistics industry thought leaders for nearly four decades, and I believe that the SOBRsafe™ technology could be one of the most important developments for fleet safety in recent memory. Based on the success of our pilot test, we now intend to recommend SOBRsafe to top freight executives and our own customer base of substantial employers."

Added SOBRsafe Chairman and CEO Dave Gandini, "For nearly 60 years the name Advance Freight has been synonymous with freight cost savings, and it has achieved this by working in harmony with some of the largest shipping brands on the planet. We are proud to have successfully demonstrated our technology and are honored to gain introduction to this invaluable network. We believe that our SOBRsafe™ alcohol screening technology is an ideal solution for commercial fleets, and we look forward to leveraging our strong relationship with Advance Freight as a springboard into the industry."

About Advance Freight Traffic Service (www.advancelfrt.com)

Headquartered near Detroit, Michigan, Advance Freight Traffic Service has been in the freight bill auditing/processing/payment and reporting business since 1958. Advance Freight has saved its clients millions of dollars in overcharges through its extensive freight bill auditing service, exceeding its client's expectations year after year by delivering incomparable value. The company assists all its clients in the design of their payment plan: from data entry of their freight bills, to report format, to the timing and method of payment.

About SOBRsafe™ (www.sobrsafe.com)

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 a historically reactive industry, it is being deployed for commercial fleets and workplaces; other intended applications include managed care 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 heavy machinery. An offender is immediately flagged, and the employer (or parent, rehab sponsor, etc.) is empowered to take the appropriate corrective actions. At SOBRsafe, we are **creating a culture of prevention**.

Safe Harbor Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. SOBR Safe, Inc., (Nasdaq: SOBR) (the "Company," "SOBRsafe," "we," "our" or "us") desires to take advantage of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 and is including this cautionary statement in connection with this safe harbor legislation. The words "forecasts" "believe," "may," "estimate," "continue," "anticipate," "intend," "should," "plan," "could," "target," "potential," "is likely," "will," "expect" and similar expressions, as they relate to us, are intended to identify forward-looking statements. We have based these forward-looking statements primarily on our current expectations and projections about future events and financial trends that we believe may affect our financial condition, results of operations, business strategy, and financial needs. Important factors that could cause actual results to differ from those in the forward-looking statements include the performance of our alcohol detection technology and devices, potential manufacturing and supply issues related to the production of our devices, our ability to meet production demands, our ability to expand our sales organization to address existing and new markets that we intend to target, our ability to effectively compete in a competitive industry, and the Risk Factors contained within our filings with the SEC, including our Annual Report on Form 10-K for the year ended December 31, 2021. Any forward-looking statement made by us herein speaks only as of the date on which it is made. Factors or events that could cause our actual results to differ may emerge from time to time, and it is not possible for us to predict all of them. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future developments or otherwise, except as may be required by law.

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