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California Courts are Approving the Use of SOBRsure for Alcohol Monitoring Mandates

SOBRsafe™ Technology is Clearing Hurdles to Become an Alternative to Legacy Monitoring Solutions

DENVER, CO / ACCESSWIRE / October 18, 2023 / [SOBR Safe, Inc.](#) (NASDAQ:SOBR) ("SOBRsafe"), providers of next-generation transdermal alcohol detection solutions, today announced that multiple California judges have approved the SOBRsure™ wearable band for court-ordered alcohol monitoring, creating precedent for replacing legacy solutions like breathalyzers and ankle bracelets.

SOBRsure as a Compelling New Solution for Mandated Monitoring

- Continuous, passive monitoring - no inconvenient administered or scheduled testing
- Non-invasive and hygienic - no breathe, blood, saliva or urine required
- Discrete, fitness-style wristband - no bulky, stigmatized and uncomfortable hardware

SOBRsure also features app-based alcohol detection alerts, pinpoint location tracking and band removal notifications. The technology self-calibrates to individual users to optimize accuracy, and acclimates to its immediate surroundings to eliminate the effects of disruptive environmental influences.

"We acknowledge that this is a small sample size and laws vary by state, but this is incredible progress for and validation of a product that has been on the market for a very short period," stated SOBRsafe Chairman & CEO Dave Gandini. "There is a demonstrated need for an evolved solution in family trust and court-ordered monitoring, and we believe that SOBRsure will gain credibility as our brand continues to grow."

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 telematics integration.

A preventative solution in historically reactive industries, it is being deployed for commercial fleets, workplaces, alcohol rehabilitation, probation management and teen 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 [the family car](#). 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.

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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, (File No. 333-[267882](#)) as well as our other filings with the SEC. We undertake no obligation to revise or update any forward-looking statement for any reason.

SOURCE: SOBR Safe, Inc.

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