

March 9, 2020



SOBR Safe Lays Foundation for World Class Customer Experience with Key Hire

Client relations expert Sarah Lind to develop ISO-compliant platform, enabling responsible growth.

Boulder, CO, *March 9, 2020* – SOBR Safe, Inc. (OTCQB: SOBR), developers of a patented non-invasive alcohol detection system, announced today that it has named Sarah Lind as its Customer Experience Manager. Sarah will lead the ISO based certification process for the organization by developing international quality standards, ensuring extraordinary customer satisfaction levels that will drive corporate growth objectives.

With more than 23 years in customer service, including 10 years of client relations and 8 years of management experience in financial services, Sarah brings to SOBR Safe a demonstrated customer-centric ethos. She most recently directed the customer retention, employee training and procedures implementation efforts of Citywide Banks through its acquisition by \$550 million revenue Heartland Financial. In her prior role with Citywide, she served as Branch Manager, Branch Security Officer and Business Continuity Plan leader, managing a \$20 million portfolio, daily operations and staffing.

“With the addition of Sarah Lind, SOBR Safe has taken a significant operational leap forward,” stated SOBR Safe CEO Kevin Moore. “I have been a client of Sarah’s for 10 years, and she is quite simply the best customer service leader with whom I have worked. She delivers a ‘wow’ experience from the very first interaction, and engenders incredible loyalty among her clients and employees both. Moreover, she is an expert in organizational systems – we believe her work with ISO standards will set SOBR Safe apart from companies at our stage and beyond.”

Followed Sarah, “I am proud to have been given this opportunity – to establish meaningful relationships with SOBR Safe’s customers, partners and vendors, while instituting the rigor and discipline to our systems as honed over my 10 years in financial services. It is gratifying to see an emerging growth story being rolled out in such a deliberate and conscientious manner – I believe strongly in this core SOBR Safe team, and I am excited to play a foundational part.”

About SOBR Safe, Inc.

SOBR Safe, Inc. has developed and patented a non-invasive alcohol sensing system -

SOBRSafe®. **SOBRSafe®** is a potentially disruptive solution in alcohol consumption detection - a touch-based technology with anticipated applications in school buses, commercial trucking fleets, facility access control and more. Across industries, the headlines are consistent: alcohol is a clear and present danger - impaired operation destroys lives, families and companies alike. SOBRSafe's mission is to eliminate the destructive impact of alcohol on our roadways and workplaces...with just the touch of a finger.

Forward Looking Statement

SOBRSafe, Inc.'s statements in this press release that are not historical fact and that relate to future plans or events are forward-looking statements. Forward-looking statements can be identified by use of words such as "believe," "expect," "plan," "anticipate," and similar expressions. These forward-looking statements include risks associated with changes in business conditions and similar events. The risks and uncertainties involved include those detailed from time to time in SOBRSafe, Inc.'s filings with the Securities and Exchange Commission, including SOBRSafe, Inc.'s most recent Annual Report on Form 10-K.

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