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# SOBRsafe in the Media: How a US Oilfield Servicer is Preventing Catastrophe Through Alcohol-Detection Tech

*In prominent business publication, safety leader says SOBRsafe's technology gives TerraTech an edge on its competitors*

DENVER, CO / ACCESSWIRE / March 30, 2023 / [SOBR Safe, Inc. \(NASDAQ:SOBR\)](#) (SOBRsafe™), providers of industry-leading alcohol detection solutions, today announced that oil and gas customer [TerraTech Services](#) (TerraTech) [has been featured](#) in the *Denver Business Journal*. The [article](#) describes how TerraTech, one of the world's largest oilfield services and logistics providers, is leading the way in industry alcohol safety by implementing SOBRcheck™ for uniform daily screening at its 17 US locations



As excerpted from the article, "Because of the nature of our industry and the high potential for catastrophic incident, to add that extra layer of protection with SOBRcheck is a no-brainer," TerraTech Health, Safety and Environment Manager Jerry Smith said. "We were pretty quick to react and implement it because of the value that's there."

Before starting the project, Smith spoke to TerraTech's employees about the technology and described the change as a safety measure, rather than one that is punitive.

"I equated it to, would you want a loader-operator drinking a six pack at lunch with you working on the ground next to him moving pipe?" Smith said. "This is for their benefit, and we're not telling them what they can and cannot do in their off time."

In addition to employee safety, TerraTech's adoption of SOBRsafe's technology gives the company an edge on its competitors in an industry that's becoming more focused on safety, Smith said. Major players in the oil and gas industry, like Occidental Petroleum Corporation, or Oxy, want to work with safe companies, he said.

While the industry is still viewed from the outside as "roughneck," Smith believes it's changing and could leave behind others who are less willing to adapt.

"A lot of people don't want to change, but you're pigeon-holing yourself if you don't," Smith said. "One thing with industry in America is constant, and that is change. If you don't embrace it, it rolls over you and leaves you on the sideline."

You can read the full article here: <https://bizj.us/1qj4k6>

## **An Industry Epidemic**

Oil and gas experiences the highest rate of binge drinking of any industry in the United States [1]:

- Across all industries and occupations, binge drinking is most common among oil and gas extraction workers at 26%
- Four other safety-sensitive occupations critical to oil and gas rank in the first five positions for excessive drinking, including construction; installation, maintenance & repair; production; and transportation
- Per the 2021 US Census, these oil and gas occupations employ more than **50,000** workers

Across all occupations, the industry employs over **100,000** people [2]

## **A New Era of Alcohol Safety and Support**

SOBRsafe's advanced safety management technology SOBRcheck™ hygienically detects and instantaneously reports the presence of alcohol as emitted through the pores of a fingertip - no breath, blood or urine sample is required, just the touch of a finger.

SOBRcheck was recently awarded the *Occupational Health & Safety 2022* [New Product of the Year](#) - Safety Monitoring Devices, and has received the Child Safety Network [Safe Family Seal of Approval](#).

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## **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 and probation management; other intended

applications include air and rail, 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 rideshare vehicle. 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](http://www.sobrsafe.com).

### **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.

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