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SPORTSMAN'S WAREHOUSE, A LEADING NATIONAL OUTDOOR AND SPORTING GOODS CHAIN, HAS STARTED CARRYING BYRNA'S PRODUCT LINE AT ITS 122 LOCATIONS

SCHEELS, AN ALL EMPLOYEE-OWNED SPORTING GOODS RETAILER, HAS BEGUN CARRYING BYRNA'S PRODUCT LINE

ANDOVER, Mass., April 5, 2022 /PRNewswire/ -- Byrna Technologies Inc. (NASDAQ: BYRN) ("Byrna", "the Company", "we" or "us") is extremely pleased to announce that both Sportsman's Warehouse and SCHEELS, have begun carrying the full line of Byrna self-defense products in a combined 139 locations.



In March, Sportsman's Warehouse, a leading national outdoor and sporting goods retail chain headquartered in Midvale, Utah, began carrying the full line of Byrna Products at all its 122 locations in 29 states. Byrna products will also be available through Sportsman's online store. Since 1986, Sportsman's Warehouse has been providing outdoor enthusiasts with quality merchandise in a friendly, low-key shopping environment. Sportsman's Warehouse expects to open 7-10 additional new stores in 2022 that will also carry the Byrna Platform.

Sportsman's Warehouse is a high-growth outdoor specialty retailer focused on meeting the everyday needs of the seasoned outdoor veteran, the first-time participant, and everyone in between. Their mission is to provide outstanding gear and exceptional service to inspire outdoor memories. Sportsman's offers customers a one-stop shopping experience for all their hunting, shooting, fishing, and camping needs.

Byrna is also pleased to announce that SCHEELS, a 120-year-old all employee-owned sporting goods retailer, has begun carrying the Byrna line of self-defense products. SCHEELS, based in Fargo, North Dakota, currently has 31 locations spread across 14 states. Known as a "shopping destination," SCHEELS stores feature more than just retail, with a variety of fun, family-friendly attractions including aquariums, arcade games and

famous Ferris wheel. Byrna has initially been rolled out in 17 SCHEELS locations.

Bryan Ganz, CEO of Byrna, stated that "We could not be more pleased with the addition of both Sportsman's and SCHEELS to the growing list of high-quality retailers that are carrying the Byrna line of personal self-defense products. Their commitment to quality and to putting the customer first makes both Sportsman's and Scheels the ideal partners for Byrna as we expand our footprint in brick-and-mortar retail."

About Byrna Technologies Inc.

Byrna is a technology company, specializing in the development, manufacture, and sale of innovative non-lethal personal security solutions. For more information on the Company, please visit the corporate website here <https://byrna.com/> or the Company's investor relations site here <https://ir.byrna.com/>. The Company is the manufacturer of the Byrna® HD personal security device, a state-of-the-art handheld CO2 powered launcher designed to provide a non-lethal alternative to a firearm for the consumer, private security, and law enforcement markets. To purchase Byrna products, visit the Company's e-commerce store www.byrna.com.

Forward Looking Information

This news release contains "forward-looking statements" within the meaning of the securities laws. All statements contained in this news release, other than statements of current and historical fact, are forward-looking. Often, but not always, forward-looking statements can be identified by the use of words such as "plans," "expects," "intends," "will," "anticipates," and "believes" and statements that certain actions, events or results "may," "could," "would," "should," "might," "occur," or "be achieved," or "will be taken." Forward-looking statements include descriptions of currently occurring matters which may continue in the future. Forward-looking statements in this news release include but are not limited to the Company's statements related to its presence in brick and mortar stores. Forward-looking statements are not, and cannot be, a guarantee of future results or events. Forward-looking statements are based on, among other things, opinions, assumptions, estimates, and analyses that, while considered reasonable by the Company at the date the forward-looking information is provided, inherently are subject to significant risks, uncertainties, contingencies, and other factors that may cause actual results and events to be materially different from those expressed or implied.

Any number of risk factors could affect our actual results and cause them to differ materially from those expressed or implied by the forward-looking statements in this news release, including, but not limited to, prolonged, new, or exacerbated disruption of our supply chain, determinations by third party controlled distribution channels not to carry or reduce inventory of our products, and potential cancellations of existing or future orders including as a result of any fulfillment delays, introduction of competing products, negative publicity, or other factor. The order in which these factors appear should not be construed to indicate their relative importance or priority. We caution that these factors may not be exhaustive; accordingly, any forward-looking statements contained herein should not be relied upon as a prediction of actual results. Investors should carefully consider these and other relevant factors, including those risk factors in Part I, Item 1A, ("Risk Factors") in our most recent Form 10-K, should understand it is impossible to predict or identify all such factors or risks, should not consider the foregoing list, or the risks identified in our SEC filings, to be a

complete discussion of all potential risks or uncertainties, and should not place undue reliance on forward-looking information. The Company assumes no obligation to update or revise any forward-looking information, except as required by applicable law.

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