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Hannity Highlights Byrna® HD on FOX News

On-line Orders Explode, Exceed \$2.4 Million Overnight

WAKEFIELD, Mass., June 10, 2020 /PRNewswire/ -- Byrna Technologies Inc. (OTCQB: BYRN) (CSE: BYRN) ("Byrna" or the "Company"). Last night, Sean Hannity suggested that perhaps non-lethal weapons such as the Byrna HD personal security device might be part of the solution to the recent events that have inspired the protests sweeping the nation over recent weeks. As Hannity spoke, traffic to Byrna's e-commerce site exploded with more than 160,000 web sessions from 9:00pm to 12:00am EDT (compared to 105,000 web sessions for the entire month of May). Additionally, between midnight to 5:00am, Byrna saw another 30,000 visitors to its website.



Byrna received a torrent of orders. At its peak, the Company was receiving more than one order every second. By midnight, it had received over 4,300 orders totaling more than \$2.0 million. The Company also received numerous requests from individuals and companies around the world interested in becoming Byrna® dealers.

"We are grateful to Sean Hannity for highlighting the benefits of less-lethal options such as the Byrna," stated Bryan Ganz, the Company's CEO, "however, the Company was not prepared for such an onslaught of orders." By 10:00pm EDT the Company modified its website, letting customers know that there would be an 8+ week waiting period to fulfill orders. By 5:15am EDT, the Company had received another 750 orders totaling over \$375,000. Consequently, the 24 hour total in new on-line orders for the Byrna® HD, ammo and accessories was over \$2.45 million.

Byrna is ramping up production by hiring additional workers and adding shifts and is already reaching out to all of its critical vendors to do the same. According to Ganz, "Last night reinforced our strong conviction that people on all sides of the gun debate can agree on one thing – there is a need for a truly effective personal security device that can stop a would-be attacker without the risk of permanent injury or death. We will move heaven and earth to fill the recent influx of orders in the next few months."

The Company remains fully committed to providing its consumers with a safe and effective

means of protecting themselves and their families. Byrna will be working diligently to fulfill the open orders as quickly as possible and hope to have all current orders filled by the end of August. As always, producing the highest quality product possible, while maintaining customer satisfaction remains the Company's ultimate priority.

About the Byrna® HD

The Byrna HD is the Company's first personal security device designed for the consumer and private security markets. The Byrna HD is engineered with patented designs and proprietary parts to provide an effective non-lethal option for home safety and personal security with the form factor of a compact handgun. The Byrna HD is easy to use, with virtually no recoil and can be fitted with a laser or light to facilitate accurate shooting even by non-gun owners. Unlike pepper spray and stun guns or Tasers, it provides a safety zone of 60 feet and comes with multiple easily reloadable magazines that can hold five .68 caliber highly effective payload rounds designed to burst on impact. Payload rounds include the Company's proprietary chemical irritant and pepper rounds designed to burn an assailant's eyes and respiratory system upon contact, and hard kinetic rounds. The Byrna HD is not a "firearm" and does not require a background check but it is subject to certain state and local regulation. *Always check local laws before purchasing or travelling with a Byrna HD or other CO2 powered or "pepper spray" type device*

Forward Looking Information

This news release contains "forward-looking statements" and "forward-looking information" (collectively, "forward-looking information") within the meaning of applicable U.S. and Canadian securities legislation. All information contained in this news release, other than statements of current and historical fact, is forward-looking information. Often, but not always, forward-looking information can be identified by the use of words such as "plans", "expects", "budget", "guidance", "scheduled", "estimates", "forecasts", "strategy", "target", "intends", "objective", "goal", "understands", "anticipates" and "believes" (and variations of these or similar words) and statements that certain actions, events or results "may", "could", "would", "should", "might", "occur" or "be achieved" or "will be taken" (and variations of these or similar expressions). Forward-looking information is also identifiable in statements of currently occurring matters which may continue in the future, such as "providing the Company with", "is currently", "allows/allowing for", "will advance" or "continues to" or other statements that may be stated in the present tense with future implications. All of the forward-looking information in this news release is qualified by this cautionary note.

Forward-looking information in this news release includes, but is not limited to, statements related to the Company's projections for the quarter ended August 31, 2020, plans and timing related to the Company's ramp up of production to fill new orders, including hiring additional employees, adding shifts, and reaching out to vendors to ensure sufficient supply of critical parts to meet demand . Forward-looking information is not, and cannot be, a guarantee of future results or events. Forward-looking information is based on, among other things, opinions, assumptions, estimates and analyses that, while considered reasonable by Byrna 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 by the forward-looking information. The material factors or assumptions that Byrna identified and were applied by

Byrna in drawing conclusions or making forecasts or projections set out in the forward-looking information include, but are not limited to, the Company's ability to convert orders to sales, the Company's ability to find and hire qualified workers and manage multiple production shifts, the cooperation of third parties such as critical parts suppliers and their willingness and ability to add shifts or take other steps needed to supply parts needed to fill orders, the risk of interruptions in production and the supply chain including the Company's ability to deliver products for any reason including interruptions due to parts availability, illness or quarantines, or delays in deliveries or new or expanded shutdowns related to the current civil unrest or to the Coronavirus (including reclassification of or extension of shutdowns to stores selling essential goods) or extended trade halts or embargos that disrupt the production or shipment of parts or finished goods, parts or finished goods product recalls, legal developments that could impact the sale of or market for the Company's products or prevent or threaten to prevent the Company's sales, reduced demand due to competition, inability to fill orders promptly, insufficient cash to meet increased production costs or increased costs of sales and one time transaction costs whether related to the pandemic or otherwise, negative market response to the Company's products, negative events or publicity related to any Company product, spokesperson, announcement or endorsement that negatively impacts the Company's marketing plans or reputation, and the financial and product market conditions and other events including those related to the COVID-19 pandemic and ongoing civil unrest in the United State. Should one or more risk, uncertainty, contingency, or other factor materialize, or should any factor or assumption prove incorrect, actual results could vary materially from those expressed or implied in the forward-looking information. Accordingly, the reader should not place undue reliance on forward-looking information. Byrna does not assume any obligation to update or revise any forward-looking information after the date of this news release or to explain any material difference between subsequent actual events and any forward-looking information, except as required by applicable law.

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