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Byrna Technologies Partners with Leading Multi-Media Personality Glenn Beck

ANDOVER, Mass., Jan. 23, 2024 /PRNewswire/ -- [Byrna Technologies Inc.](#) ("**Byrna**" or the "**Company**") (Nasdaq: BYRN), a personal defense technology company specializing in the development, manufacture, and sale of innovative less-lethal personal security solutions, today announced its strategic partnership with Glenn Beck and his company, Blaze Media. This collaboration marks a significant extension of Byrna's marketing initiatives through radio and television platforms.



Embracing the momentum of its expanded marketing channels, Byrna is set to launch a comprehensive, 52-week advertising campaign on The Glenn Beck Program and The Glenn Beck Weekend Show that will have live and recorded spots throughout 2024. The nationally syndicated radio program broadcasts to over 300 radio stations and reaches millions of listeners. Through Blaze Media, Byrna will also gain exposure through digital TV ads, podcasts, and live read endorsements on Blaze TV, capitalizing on Beck's wide-reaching influence.

Glenn Beck stated: "As a gun owner, I believe Byrna is the perfect complement to my firearms. Byrna sets the new gold standard for less-lethal self-protection. It's a privilege to introduce their products to my audience and contribute to promoting safer self-defense alternatives."

Luan Pham, Chief Marketing and Revenue Officer of Byrna stated: "We are expanding our celebrity endorsement model, building on the success we've observed to date. In the first seven weeks of fiscal 2024, our new advertising approach has already yielded remarkable results, boosting web sessions nearly 70% and increasing our conversion rate by 10% compared to the same period last year. This was a period when we were transitioning from traditional digital platforms like Facebook, Instagram, and Google."

Pham added: "Adding Glenn Beck to our roster of celebrity spokespeople aligns with our strategy to further enhance brand recognition and drive significant growth in both web traffic and sales. Through Blaze Media, we will not only tap into Glenn's substantial audiences but also engage with the wider audience across the Blaze TV network. We expect that this new partnership will be a cornerstone in our ongoing strategy to broaden our market reach and

reinforce our brand presence in personal security. Our alternative marketing channels continue to drive significant growth in web traffic, as evidenced by our daily average sessions rising from 32,502 in Q4 2023 to 35,352 in December 2023. We look forward to working with Glenn and the Blaze Media team."

In conjunction with the Glenn Beck partnership, Byrna is introducing the "Glenn Beck Discount Program," offering exclusive pricing for its Byrna SD Launcher Bundle, Shield Bulletproof Backpack Insert, Bad Guy Repellant Defense Spray, and Banshee Safety Alarm. For more information about these products and the exclusive discount program, please visit www.byrna.com/glenn.

For more information about Byrna's innovative products and the exclusive Glenn Beck Discount Program, offering special pricing on a range of personal security solutions, please visit www.byrna.com/glenn. Together with Glenn Beck, Byrna is dedicated to making the world a safer place through non-lethal security options that empower individuals to protect their loved ones effectively.

About Glenn Beck

Glenn Beck is a distinguished multi-media personality and co-founder of Blaze Media, known for hosting the nationally syndicated and highly acclaimed Glenn Beck Program, broadcast on over 300 stations across the U.S. to millions of listeners. His quick wit, candid opinions and engaging personality have made *The Glenn Beck Program* one of the highest-rated radio programs in America and BlazeTV, one of the world's largest streaming video networks. Beck has achieved the extraordinary feat of having #1 New York Times bestsellers in both fiction and non-fiction. He also stars in live stage shows, is the editor of GlennBeck.com, and a dedicated philanthropist, having raised and given away tens of millions of dollars to charitable causes throughout his career. For more information, visit www.GlennBeck.com.

About Byrna Technologies Inc.

Byrna is a technology company specializing in the development, manufacture, and sale of innovative less-lethal personal security solutions. For more information on the Company, please visit the corporate website [here](#) or the Company's investor relations site [here](#). The Company is the manufacturer of the Byrna® SD personal security device, a state-of-the-art handheld CO2 powered launcher designed to provide a less-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.

Forward- Looking Statements

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 in this news release include, but are not limited to, statements indicating that the Company will expand its market reach or increase sales. Forward-looking statements include descriptions of currently occurring matters which may continue in the future. 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, potential cancellations of existing or future orders including as a result of any fulfillment delays, introduction of competing products, negative publicity, or other factor, changes in the markets for security products and non-lethal defense technology could have a material adverse impact on our business, financial condition and results of operations. 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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