

June 2, 2022



Byrna Enables Recurring Purchase Subscriptions of Ammo and CO2 on Website

Byrna Opens Custom Shop for Byrna Wrap Installs and other Byrna Customization

ANDOVER, Mass., June 2, 2022 /PRNewswire/ -- Byrna Technologies Inc. (NASDAQ: BYRN) ("Byrna", "the Company", "we" or "us") is excited to announce the launch of our subscribe and save program on www.byrna.com. Customers selecting the subscription plan will save 10% off their future orders of qualifying ammo and CO₂ with delivery options of two, four, six or eight weeks. Luan Pham, Chief Marketing and Revenue Officer, stated that "the launch of our subscribe and save program will ensure customers never run out of practice ammo or CO₂ for consistent backyard training and recreation. We recommend that our customers become extremely familiar with their Byrna Launchers in preparation for a tense situation where they must rely on their training to defend themselves and their families."



Byrna Custom Shop

Byrna is pleased to announce the opening of its "Custom Shop" in its Melbourne, FL facility. This facility will allow Byrna customers to order "customized" Byrnas straight from the factory. Modeled on Harley Davidson's custom shop operations, Byrna's more than 100,000 customers are passionate about their launchers and many are looking for ways to improve both the performance and appearance of their launchers in much the same way that Harley Davidson's customers customize their bikes. The Custom Shop, which will install laser sighting systems, improved grips and other options will commence operations by offering custom Byrna Wraps for consumers wishing to customize their Byrna launcher. Byrna will offer five (5) custom Byrna wrap installation options on www.byrna.com for the price of \$99.

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](http://www.byrna.com) 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 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.

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 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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