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SDI Signs Multiple Distributor Agreements

WASHINGTON, D.C. -- (Marketwired) -- 10/15/13 -- Security Devices International Inc. (TSX VENTURE:SDZ)(OTCBB:SDEV) ("SDI" or "the Company") is a defense technology company specializing in the development, manufacturing and sale of innovative, next generation non-lethal ammunition.

The Company is pleased to announce the signing of two key, regionally strategic, multi-line distributors who will carry SDI's full family of products.

MD Charlton Company Ltd. is the leading supplier to Police, Military, Law Enforcement and Security Professionals in Canada. With superior, industry recognized customer service and top quality products; SDI has teamed with an important organization to cater to their distribution model strategy. MD Charlton established themselves just under 35 years ago as an exclusive distributor of innovative and reliable products ranging from tactical armor to various less-lethal products. Based in British Columbia, MD Charlton has countrywide breadth with offices throughout Canada.

SDI is also pleased to announce the signing of California Tactical (Cal-Tac) to an agreement giving Security Devices exposure throughout the State of California. Being a primary target market for the Company, California offers a lucrative opportunity based on a multitude of factors; including population, a high number of law enforcement agencies, and government bodies setting less-lethal trends. Cal-Tac operates a full service tactical products store in Roseville (Sacramento) California. Being centrally located near the State Capital, Cal-Tac's value add stems from close working relationships with various law enforcement and correctional agencies. Holding all State and Federal licensing, Cal-Tac serves as a logical pathway for SDI to penetrate Municipal, State and Federal departments within California.

The company's President, Gregory Sullivan, notes, "The signing of these distributors to carry the SDI family of products is an excellent opportunity to increase our sales depth. As our corporate strategy involves becoming the global benchmark for less-lethal ammunition, having additional distribution across Canada and California only strengthens our North American presence."

This press release is for information purposes only and does not constitute an offer to sell or a solicitation of an offer to buy any securities of SDI in any jurisdiction.

Forward-Looking Statement

The information in this news release includes certain information and statements about management's view of future events, expectations, plans and prospects that constitute forward-looking statements including information with respect to the offering. Because of certain risks and uncertainties and as a result of a variety of factors, the actual results, expectations, achievements or performance may differ materially from those anticipated and

indicated by these forward-looking statements. Although SDI believes that the expectations reflected in forward-looking statements are reasonable, it can give no assurances that the expectations of any forward-looking statements will prove to be correct. Except as required by law, SDI disclaims any intention and assumes no obligation to update or revise any forward-looking statements to reflect actual results, whether as a result of new information, future events, changes in assumptions, changes in factors affecting such forward-looking statements or otherwise.

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