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SDI's Blunt Impact Rounds Featured at International SWAT Competition

WASHINGTON--(BUSINESS WIRE)-- Security Devices International Inc. ("SDI" or the "Company") (OTCBB:SDEV) (TSX-V:SDZ) announced today the successful use of their blunt impact ammunition rounds by multiple foreign "**S**pecial **W**eapon **A**nd **T**actics" teams at the 31st Annual International SWAT Round-Up in Orlando, Florida (www.swatroundup.net). This world renowned, prestigious event is an invitational competition which hosts the "best of the best" from the world of SWAT, bringing together elite teams from the U.S. and internationally. President Greg Sullivan notes, "The opportunity to displace our competitors as the blunt impact round of choice at this event shows the gaining of acceptance for our innovative technology. By SDI providing these senior trainers, end-users and eventual influencers with our rounds, adheres to our corporate strategy of educating the marketplace about our competitive advantages."

Outside of numerous U.S. based agencies, the Company was able to gain exposure with groups such as the Kuwaiti Ministry Of Interior, German Polizei Hessen, The Netherlands Royal Military Police and the Sao Paulo (Brazil) State Civil Police Department. SDI intends to seize the opportunity by holding private demonstrations for these groups throughout the first half of 2014.

As well, resulting from SDI's attendance at a tactical training conference (Tac Ops East) in September, the Company is proud to announce the sale of operational deployment rounds to two separate Virginia based law enforcement agencies. Although smaller in size, the relevance of this operational use of rounds is based on SDI's blunt impact projectile supplanting a long-standing competitor deployment.

Additionally, SDI has been invited by the TSX Venture Exchange to open the market on Friday November 29th at 9:30am. The Company is excited to have been recognized as an emerging growth company by the Exchange and looks forward to forming a long-term relationship with this partner.

Finally, SDI is pleased to announce the appointment of Dean Thrasher to the Board of Directors. Mr. Thrasher is currently Chief Operating Officer at SDI and comes with more than two decades of start-up business management, mergers & acquisitions, product development, manufacturing, public company and funding experience.

In conjunction with Dean Thrasher's appointment, the Company announces the resignation of Mr. Boaz Dor from the Board of Directors. The Board, along with the Management Team wishes to thank Mr. Dor for his assistance through the initial phases of SDI's growth and help in becoming a TSX Venture Exchange listed company.

About Security Devices International

Security Devices International Inc. (SDI) is a defense technology company specializing in the sale of innovative, next generation non-lethal ammunition. The Company's solutions are a safer alternative to conventional crowd control devices currently in the marketplace, such as bean-bags, batons, as well as both plastic and rubber bullets. SDI is currently deploying their family of non-lethal ammunition to foreign militaries, law enforcement, correctional services and homeland security agencies across the globe.

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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