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SDI Provides Corporate Update

WASHINGTON--(BUSINESS WIRE)-- (TSX-V: SDZ) (OTCBB: SDEV)

Security Devices International Inc. (“SDI” or “The Company”) is pleased to provide a corporate update.

Global Distribution:

The Company has become fully autonomous from a manufacturing position, pursuant to the January 10, 2012 press release indicating the signing of a five-year teaming agreement with a large defense technology company. This defense technology company no longer assists in the build out of SDI’s product line, but has agreed to continue to market the Company’s products to their global sales channels.

As part of SDI’s sales model, the allotted timeline to implement a global network is on course. Within this context, the Company is proud to announce the signing of multiple distribution and sales agreements that will provide corporate coverage, branding exposure and international export capabilities to the following territories; Canada, Israel, Saudi Arabia, Jordan, Oman, Kuwait, Bahrain, Turkey, Portugal, Spain, France, California, India, South America, and select African countries.

To be competitive in the global less-lethal marketplace, SDI continues to source out and engage agents and distributors worldwide that have proven their ability to penetrate the Military, Law Enforcement, Correctional Services, and Private Security agencies in their jurisdiction.

SDI continues to see acceptance of its product line with North American Law Enforcement agencies.

Currently, SDI’s BIP rounds are being used by Correctional Facility personnel and SWAT Officers in North America. As well, SDI’s rounds have been purchased by National and Municipal Law Enforcement Agencies in the United Sates and Canada, as well as by a large International Military for testing and evaluation.

SDI is well positioned to engage in large international procurements and have commenced this process with our sales team and sales partners.

Completed Product Line

SDI has moved forward with and completed the BIP (Blunt Impact Projectile) generation 2 projectile (“BIP2”). These projectiles adhere to the safety and effectiveness of the current BIP(1), but add improved ballistic flight (tested by a third party to be 40% ballistically better), accuracy, and are more cost effective to manufacture than the BIP(1). Using the Corporation’s patented technologies, the BIP2 is designed for the highest operational

effectiveness at distances of up to 260 feet (80 meters), while still enhancing target safety if engaged from a close range of 3 meters.

With the move into the BIP2, the ability to include payloads into the rounds has been completed. Using the same projectile platform, the insertion of pepper spray, liquid marking fluid, marking powder and malodorant is now a reality in SDI's family of ammunition rounds.

The various ammunition rounds derived from the original BIP include: **BIP MP** (Temporary Powder Based Marking Agent), **BIP ML** (Semi-Permanent Liquid Marking Agent), **BIP OC** (Oleoresin Capsicum – Pepper Spray Liquid), **BIP MO** (Malodorant Liquid), and the **BIP TR** (Training Round).

SDI is proud to unveil their 40MM BIP MO-Malodorant round, a first of its kind within the less-lethal marketplace. The BIP MO delivers initial pain compliance to the target through a patented kinetic energy absorption system, and also delivers a pungent odor to the target, thus giving a dual effect. The Company has demonstrated their payload rounds to numerous agencies and expects to fulfill multiple payload orders in the second and third quarter of 2014.

Patents

SDI currently has four issued patents on their products, and one patent pending.

"During the past year, the management team at SDI has put in place the foundation that will propel SDI forward as a key player in the global less-lethal munitions market, a market that grows exponentially on a yearly basis" said Gregory Sullivan, President and CEO of SDI. "Our products have seen recent international recognition through dozens of global SWAT teams, and we plan to expand on these opportunities to enable sales and brand recognition", said Sullivan.

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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Security Devices International Inc.
Allen EZER, Exec. VP
T: 202-351-1633 (U.S.A)
T: 416-453-7798 (Canada)
Or visit: www.securitydii.com

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