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Milkor USA & SDI Implement Cross-Selling Teaming Agreement

TAMPA, Fla.--(BUSINESS WIRE)-- Security Devices International Inc. (“the Company”) (TSX-V:SDZ) (OTCBB:SDEV) is pleased to announce that the Company and a division of Abrams Airborne Manufacturing Inc. (AAMI), namely Milkor USA (MUSA), have agreed to partner for a joint cross-selling / marketing initiative.

This arrangement allows both companies to leverage existing and future sales channels by offering a comprehensive, full-package of Milkor USA’s 40mm Multi-Shot Grenade Launchers in conjunction with SDI’s 40mm Less-Lethal ammunition product-line to end-users globally.

Gregory Sullivan, SDI’s President & CEO states, “This mutually beneficial opportunity allows both Milkor USA and SDI to provide our target markets with complimentary, top quality products. By pairing and cross-marketing each others unique and proven hardware, we can now offer end-users the ability to carry out their responsibilities with premium brands, a one-stop shop and best-in-class solutions.”

Milkor USA is the world’s premier provider of 40mm Multi-Shot Grenade Launchers (MSGL) and is focused on being the global choice for high quality, safe and effective weapons systems. MUSA has proven its ability to place its launchers into the hands of each major branch of the U.S. Military, as well as offering their MSGLs internationally to NATO allies’ military and police forces.

In January 2010, MUSA won the Indefinite Delivery/Indefinite Quantity (IDIQ) contract with the United States Marine Corps. This 5-year contract was valued for up to 40 million dollars. The newly dubbed M32A1 Multi-Shot Grenade Launcher is the product of this contract, with its price and configuration controlled, via contract, by the USMC. The contract is due to expire in January 2015.

Abrams Airborne President, Gary Abrams, notes, “Milkor USA looks forward to the next set of challenges proposed by the ultimate end-users, such as the Marines, Soldiers, and Police that are on the ground. These challenges include wide-adoption of superiorly developed 40mm less-lethal rounds such as SDI’s and lighter weight weapons systems such as our new 40mm Less-Than-Lethal Launcher. A greater level of acceptance will open the door to being capable of covering all civilian and military situations, which in turn cover a far more diversified approach to allow for crowd control/riot control up through modern warfare tactics.”

Abrams Airborne Manufacturing, Inc. is an aerospace, defense, medical and commercial manufacturer based in Tucson, Arizona. The company has been in business since April of 1965 and is renowned for its capabilities relating to high quality manufacturing.

(www.abrams.com)

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. (www.securitydii.com)

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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