November 14, 2018

Security Devices International Receives 3,000 Unit Purchase Order for its 'Byrna™ HD' Non-Lethal Personal Security Device from Leading Firearms Distributor in Africa

Initial $600,000 PO to be Delivered in December 2018 for Law Enforcement, Private Security and Consumer Markets in South Africa

WAKEFIELD, Mass., Nov. 14, 2018 (GLOBE NEWSWIRE) -- Security Devices International Inc. ("SDI" or the "Company") (CSE: SDZ) (OTCQB: SDEV), an emerging non-lethal technology company, has received a 3,000 unit purchase order for its Byrna™ HD non-lethal personal security device from Dave Sheer Guns, a leading distributor of firearms and accessories in Africa.

The initial purchase order includes 1,500 units in all black for the law enforcement and private security markets and 1,500 units in desert tan for the consumer market in South Africa. Dave Sheer Guns commenced operations in 1974 and is now one of the leading distributors of firearms and accessories on the African continent.

The Byrna™ HD (Home Defense) is a disruptive new non-lethal device aimed at the home defense and personal security markets. Its patented design, compact size, five-round magazine, laser sight adaptability and point and shoot capabilities will make the Byrna™ a truly effective personal security device offering many of the same features as today's popular handguns, but with one critical difference – it fires non-lethal rounds which do not result in the loss of human life. Instead, the Byrna™ delivers a chemical payload that causes an immediate burning sensation in the attacker's eyes and respiratory system (hence the name "bur-nah") thereby **D**eterring, **D**isorienting, **D**isrupting and **D**elaying an attacker, providing time to escape or call for assistance.

"The South African market is ideal for Byrna™ sales as it is a microcosm of the much broader clash of societal forces clamoring for better security but at the same time, limiting handgun ownership," said Paul Jensen, CEO of SDI. "The team at Dave Sheer Guns saw a natural void in their product offering that Byrna™ could fill based on increased interest from customers looking for an economical and concealable non-lethal alternative."

"We believe South Africa represents a greenfield opportunity for Byrna™ adoption as only 6% of the South African population own a firearm due to strict gun control laws," added Bryan Ganz, President of SDI. "Providing a safe, non-lethal alternative for personal security will not only keep that statistic low, but also ensure much needed protection for today's consumer and law enforcement personnel," concluded Ganz.

The Byrna™ HD will not require a gun license and has a starting price of $299. It will be able to be fitted with laser sights or flashlights and fit easily in either an inside the waistband or tactical holster. The Byrna™ HD was designed for those wanting a way to stop an attacker at standoff distances far beyond what is generally available on the market today (except with a lethal device), in order to disarm a threat before it escalates out of control and without the need to use deadly force. It's ease of use and obtainability will make it a natural choice for both those homeowners that would never own a gun as well as a must-have add-on to any gun enthusiast's firearms collection.

Limited production will be available in the United States starting in January 2019 with pre-orders starting in late December 2018. For more information or to pre-order limited quantities for early 2019 delivery, please visit www.Byrna.com.

About Dave Sheer Guns
Dave Sheer Guns is one of the leading distributors of firearms and accessories on the African continent. It has been in operation since 1974. In the earliest days it was purely a Gunsmithing operation but today offers a range of products covering the entire spectrum of the personal, business and security protection fields. Dave Sheer Guns has three Branches located in Bramley, Joburg City, and now in Pretoria. For more information on Dave Sheer Guns, please click here.

About Security Devices International
Security Devices International, Inc. (CSE: SDZ) (OTCQB: SDEV) is a technology company specializing in the areas of Personal Security Devices, Military, Law Enforcement, Corrections, and Private Security. The Company develops and manufactures innovative, less lethal equipment and munitions. For more information on SDI, please visit the corporate website here or the company's investor relations sitehere.

About the Byrna™ HD Personal Security Device
The Byrna™ HD is a disruptive new non-lethal device aimed at the home defense and personal security markets. Its small size (similar to popular lethal handguns on the market today), ease of obtaining (no gun license required), ease of carry, effectiveness in deterring or stopping an intruder and accessible price point (under $300) should be appealing to homeowners who want protection, but either don't want the hassle of obtaining a gun license or don't want the risk of having a hand gun in their home, as well as to gun enthusiasts who appreciate a precision piece of equipment and want something in their collection that is both effective and non-lethal.

The Byrna™ HD comes with multiple easily reloadable magazines that can hold either training rounds, impact rounds or highly effective .68 caliber chemical payload rounds designed to burn an assailant's eyes and respiratory system upon contact. Accurate up to 60 feet, the Byrna™ is fitted with a picatinny rail that allows owners to mount either a laser sight or flash light making it easy for novices to fire it accurately. The Byrna™ HD is ideal for today's homeowners, boaters, truckers, outdoor enthusiasts and gun enthusiasts around the world. For more information on the Byrna™, please click here.

Forward Looking Statement
This news release includes certain "forward looking statements" reflecting management's current expectations of future events including, without limitation, those about the anticipated production, delivery, effectiveness, legality, performance, sales, and marketing of the

Byrna™ HD*, and the anticipated market response. These statements involve risks and uncertainties, and actual results may differ from current expectations. Risks and uncertainties include without limitation: design flaws uncovered during beta testing; production problems that cause manufacturing or shipping delays, quality problems, or cost overruns; the Company's dependence in part or in whole on the performance of third parties including those located outside the United States in connection with sourcing of components, distribution and resale, and logistic and assembly services; the dependency of the Company on proprietary and other intellectual property, which may not be available to the Company on commercially reasonable terms or at all; the impact of unfavorable legal proceedings, including intellectual property disputes; the impact of changes to laws and regulations including licensing and certification laws; the ability of the Company to manage risks associated with its activities at a manageable cost, including complying with applicable laws and regulations, and renewing and maintaining adequate insurance; and competition from less expensive or superior products that may be developed. 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.*

Investor Relations
MZ North America
Chris Tyson
Managing Director
949-491-8235
SDEV@mzgroup.us

Source: Security Devices International, Inc.