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Security Devices International to Showcase the Byrna HD Non-Lethal Personal Security Device at DAYTONA Speedweeks on February 9-17, 2019

Byrna HD Kicks Off 2019 NASCAR Monster Energy Cup Series During Daytona 500 on Team Rick Ware Racing No. 51 'Byrna' Ford

SDI to Host Investor Day on Friday, February 15, 2019 at Byrna HD Booth

WAKEFIELD, Mass., Jan. 23, 2019 (GLOBE NEWSWIRE) -- Security Devices International Inc. ("SDI" or the "Company") (CSE: SDZ) (OTCQB: SDEV), an emerging non-lethal technology company, will showcase the Byrna HD non-lethal personal security device to the public during DAYTONA Speedweeks at the Daytona International Speedway in Daytona Beach, Florida on February 9-17, 2019.

SDI will display the Byrna HD to coincide with the beginning of Speedweeks in Daytona Beach, Florida under its previously announced partnership with Rick Ware Racing in the NASCAR Monster Energy Cup Series. Approximately 200,000 race fans are expected to attend Speedweeks to experience the Super Bowl of stock car racing, the Daytona 500. SDI and Byrna will be sponsors of the #51 Rick Ware Racing Ford driven by Cody Ware, which will be showcased next to the Byrna booth outside of the race track.

Attendees during DAYTONA Speedweeks will have a chance to see the Byrna HD in multiple colors and learn more about the innovative personal security device's capabilities. Attendees will also have the chance to meet with the driver, Cody Ware, and Team Owner, Rick Ware, and see the new paint scheme for the Byrna Ford.

What: Security Devices International exhibits at DAYTONA Speedweeks at the Daytona International Speedway

When: February 9-17, 2019; 10:00 a.m. – 6:00 p.m. Eastern time

Where: Byrna Booth - 2100 W International Speedway Blvd Drive, Daytona Beach, FL 32114 – Next to Hooters Restaurant Outside of the Speedway

Who: Security Devices International management and Byrna product team

"We are proud to kick off our 2019 partnership with Rick Ware Racing to launch our exciting new Byrna HD non-lethal personal security device at one of the nation's premier racing events," said Bryan Ganz, President of SDI. "We believe this venue presents an amazing opportunity to showcase our differentiated product, the only truly concealable non-lethal

personal security device that can stop a threat at a distance. We look forward to engaging with fans and potential customers alongside Rick and Cody Ware during the multi-day Speedweeks activities including fan give-aways and special discount packages for the Byrna HD," concluded Ganz.

"Cody and I are honored to partner with SDI to represent the Byrna HD during Speedweeks as we believe this is a lifesaving product for today's consumers who prefer a simple, non-lethal option for self-defense," said Rick Ware, Owner of Rick Ware Racing. "We look forward to driving awareness to the Byrna HD booth, which will feature our No. 51 Byrna 'Ford' race car, Byrna girls and of course the Rick Ware Racing Team," concluded Ware.

Security Devices International Investor Day at Daytona International Speedway

In conjunction with SDI's exhibit to the public, company management will also be hosting an investor day at their booth on Friday, February 15, 2019 from 10:00 a.m. to 4:00 p.m. Eastern time. Institutional investors, brokers or research analysts who would like to schedule a one-on-one meeting with SDI management, please email your request to SDEV@mzgroup.us or call Chris Tyson at MZ Group, the company's investor relations firm at +1 949-491-8235. The company will also be providing five FREE VIP Daytona 500 tickets in advance to a limited number of investors who wish to attend the investor day and the race. The tickets grant access to the infield on February 15-17, 2019.

DAYTONA Speedweeks Event Schedule:

- The Lucas Oil 200 Driven by General Tire, the ARCA Racing Series season opener: Saturday, Feb. 9.
- DAYTONA 500 Qualifying Presented by Kroger and the Advance Auto Parts Clash doubleheader: Sunday, Feb. 10.
- The Duel at DAYTONA 150-mile qualifying races: Thursday, Feb. 14.
- The NextEra Energy Resources 250, the season-opening event to the NASCAR Gander Outdoors Truck Series: Friday, Feb. 15.
- The DAYTONA 300, the season-opening event to the NASCAR Xfinity Series: Saturday, Feb. 16.
- The DAYTONA 500, NASCAR's biggest and most prestigious event that marks the start of the Monster Energy NASCAR Cup Series season: Sunday, Feb. 17.

About Daytona International Speedway

Daytona International Speedway is a state-of-the-art motorsports venue and was awarded the SportsBusiness Journal's prestigious Sports Business Award for Sports Facility of the Year in 2016. Daytona International Speedway is the home of "The Great American Race" – the DAYTONA 500. Though the season-opening Monster Energy NASCAR Cup Series event garners most of the attention – as well as the largest audience in motorsports – the approximately 500-acre motorsports complex, also known as the "World Center of Racing," boasts the most diverse schedule of racing on the globe. In addition to at least nine major

event weekends, the Speedway grounds are also used extensively for events that include concerts, civic and social gatherings, car shows, photo shoots, production vehicle testing and police motorcycle training. For more information, 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, ease of carry, effectiveness in deterring or stopping an intruder and accessible price point (special Daytona packages start under $300) should be appealing to individuals 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 .68 caliber training rounds, impact rounds or highly effective payload rounds designed to burn an assailant's eyes and respiratory system upon contact. Accurate up to 60 feet, the Byrna HD 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.

The Byrna HD is not a "firearm" under federal law and does not require a federal gun license. State laws and local ordinances may regulate its possession, use, and carry in certain localities. More information on these types of regulations will be available on our website before the launch.

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 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 state and local laws and regulation or changes to laws and regulations including licensing, registration, and certification laws related to sale, possession or use of Byrna products or pepper-based defense products; 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

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Source: Security Devices International, Inc.