January 16, 2025

Byrna Technologies to Exhibit at the 2025 SHOT Show

ANDOVER, Mass., Jan. 16, 2025 (GLOBE NEWSWIRE) -- **Byrna Technologies Inc. ("Byrna" or the "Company") (Nasdaq: BYRN),** a personal defense technology company specializing in the development, manufacture, and sale of innovative less-lethal personal security solutions, today announced its participation in the 2025 SHOT Show, hosted by the National Shooting Sports Foundation (NSSF). The event will take place January 21-24, 2025, at The Venetian Expo and Caesars Forum in Las Vegas.

Byrna will exhibit its less-lethal solutions on SHOT Show's main floor at **Booth #15253** in The Venetian Resort on Expo Level 2. Attendees who visit the booth will have the unique opportunity to handle and fire a Byrna launcher in a controlled setting and experience the less-lethal difference.

In addition to showcasing Byrna's less-lethal portfolio of products, the Company will host several special industry guests at its booth throughout the week. Byrna will also be announcing its Dealer of the Year Awards, recognizing top performers in its growing dealer network and sharing updates on its retail strategy, including company-owned stores and partnerships.

"SHOT Show is a key event for engaging with customers and industry professionals," said Luan Pham, Byrna Chief Revenue Marketing Officer. "Over the past two years, we've successfully grown our brand awareness in the expanding less-lethal market. This year's show provides another valuable opportunity to showcase our less-lethal solutions, connect with customers at the expo and our nearby company-owned store, and strengthen our presence in the market."

The 2025 SHOT Show is the world's largest trade event for professionals in the shooting sports, hunting, law enforcement, personal defense, and armed forces industries. The event will feature over 2,700 exhibitors and 100,000 products, providing a premier opportunity for attendees to connect with retailers, distributors, manufacturers, and industry experts. With participants spanning outdoor and sporting goods retailers, tactical training professionals, security organizations, and international buyers, the SHOT Show highlights the latest advancements across a wide range of industries.

For more information on the 2025 SHOT Show, please visit the event's website.

About Byrna Technologies Inc.
Byrna is a technology company specializing in the development, manufacture, and sale of innovative less-lethal personal security solutions. For more information on the Company, please visit the corporate website here or the Company's investor relations site here. The Company is the manufacturer of the Byrna® SD personal security device, a state-of-the-art

handheld CO2 powered launcher designed to provide a less-lethal alternative to a firearm for the consumer, private security, and law enforcement markets. To purchase Byrna products, visit the Company's e-commerce store.

Forward-Looking Statements

This news release contains "forward-looking statements" within the meaning of the securities laws. All statements contained in this news release, other than statements of current and historical fact, are forward-looking. Often, but not always, forward-looking statements can be identified by the use of words such as "plans," "expects," "intends," "anticipates," and "believes" and statements that certain actions, events or results "may," "could," "would," "should," "might," "occur," "be achieved," or "will be taken." Forward-looking statements include descriptions of currently occurring matters which may continue in the future. Forward-looking statements in this news release include, but are not limited to, our statements related to preliminary revenue results for the fourth fiscal quarter and fiscal year 2024, the timing of the release of full financial results for the quarter, trends regarding brand recognition and future sales potential, sales during the holiday season and during 2025, and the Company's plans to open Company-owned retail stores. Forward-looking statements are not, and cannot be, a guarantee of future results or events. Forward-looking statements are based on, among other things, opinions, assumptions, estimates, and analyses that, while considered reasonable by the Company at the date the forward-looking information is provided, inherently are subject to significant risks, uncertainties, contingencies, and other factors that may cause actual results and events to be materially different from those expressed or implied.

Any number of risk factors could affect our actual results and cause them to differ materially from those expressed or implied by the forward-looking statements in this news release, including, but not limited to, disappointing market responses to current or future products or services; prolonged, new, or exacerbated disruption of the Company's supply chain; the further or prolonged disruption of new product development; production or distribution or delays in entry or penetration of sales channels due to inventory constraints, competitive factors, increased shipping costs or freight interruptions; prototype, parts and material shortages, particularly of parts sourced from limited or sole source providers; determinations by third party controlled distribution channels not to carry or reduce inventory of the Company's products; determinations by advertisers to prohibit marketing of some or all Byrna products; the loss of marketing partners; potential cancellations of existing or future orders including as a result of any fulfillment delays, introduction of competing products, negative publicity, or other factors; product design defects or recalls; litigation, enforcement proceedings or other regulatory or legal developments; changes in consumer or political sentiment affecting product demand; regulatory factors including the impact of commerce and trade laws and regulations; import-export related matters or sanctions or embargos that could affect the Company's supply chain or markets; delays in planned operations related to licensing, registration or permit requirements; and future restrictions on the Company's cash resources, increased costs and other events that could potentially reduce demand for the Company's products or result in order cancellations. The order in which these factors appear should not be construed to indicate their relative importance or priority. We caution that these factors may not be exhaustive; accordingly, any forward-looking statements contained herein should not be relied upon as a prediction of actual results. Investors should carefully consider these and other relevant factors, including those risk factors in Part I, Item 1A, ("Risk Factors") in the Company's most recent Form 10-K, should understand it is impossible

to predict or identify all such factors or risks, should not consider the foregoing list, or the risks identified in the Company's SEC filings, to be a complete discussion of all potential risks or uncertainties, and should not place undue reliance on forward-looking information. The Company assumes no obligation to update or revise any forward-looking information, except as required by applicable law.

Investor Contact:
Tom Colton and Alec Wilson
Gateway Group, Inc.
949-574-3860
BYRN@gateway-grp.com

Source: Byrna Technologies, Inc.