



## **Daktronics to provide the University of Georgia with campus-wide scoring, display and sound systems**

May 9, 2005

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Brookings, S.D. - May 9, 2005 - Daktronics, Inc. (Nasdaq - DAKT) announced today that it has been chosen by the University of Georgia to design, build and install scoring, display and sound systems at athletic venues on the campus in Athens.

"We've used Daktronics systems at different athletic venues in the past and they have been a great partner with our athletic department over the years," said Damon Evans, Athletic Director at the University of Georgia. "We strive to provide the best possible venues for our student athletes, fans and supporters. The scoreboards and video displays play an exciting role for all involved. We are pleased to announce this significant upgrade to our athletic facilities, keeping them the very best in the country. We look forward to continuing a win-win relationship with Daktronics."

Daktronics will provide new systems for the football, basketball, baseball, softball, soccer, volleyball, and tennis facilities, using the latest in programmable, light emitting diode (LED) technology. The Company will also provide integrated sound systems through its Sportsound® division at the football, basketball, baseball, and soccer venues.

At Sanford Stadium, home of Bulldog football, a new scoreboard with a large ProStar® video display will keep fans informed and entertained. The video display will be among the largest in collegiate football and will measure approximately 25 feet high by 46 feet wide, utilizing 9:16 wide screen aspect ratio. Three additional full-color displays, scoring sections and identification panel comprise the rest of the main football scoreboard, which will measure approximately 52 feet high by 76 feet wide overall. Additional scoring sections, digital displays, sponsor panels and identification panels will be installed on the fascia of the upper deck of Sanford Stadium.

Stegeman Coliseum, home of the men's and women's basketball teams, as well as newly crowned 2005 NCAA national champion women's gymnastics team, will be upgraded with a new Daktronics system. A new main scoreboard, measuring approximately 23 feet high by 88 feet wide, will give fans high resolution instant replays and other information. Additional color LED displays, scoring section, backlit and rotating sponsor panels are incorporated into the main multi-sport scoreboard. Full-color fascia displays will also be installed.

At Foley Field, Bulldog baseball fans will enjoy a new large scoreboard with ProStar® large screen video capability. New scoreboards will also be installed at the University's soccer stadium, at the softball facility, in the Ramsey Center for volleyball and at the Dan Magill Tennis Complex.

"This is a truly unique project for Daktronics and the University of Georgia," said Kyle Adams, Regional Sports System Sales Manager for Daktronics. "This project will be among the most encompassing of any we've done on the collegiate level. The new systems will touch most of the University's student-athletes, and will be enjoyed by more than a million Georgia sports fans each and every year. All of us at Daktronics are very excited about this project and look forward to continuing a long and successful relationship with the University of Georgia."

Daktronics, through its Keyframe® technical services group, will design and update the control room with new Daktronics equipment, and will staff the control room and operate the scoring and video systems for football, basketball, gymnastics and baseball events for the next five years. Keyframe® creative services will provide exciting content for the University and its corporate partners.

The value of the equipment contract is approximately \$5.7 million. Installation of the football system and other systems for fall sports will begin this summer. The project, booked during the Company's fiscal fourth quarter that ended in April 2005, is scheduled to be substantially complete by early 2006 when systems for baseball and other spring sports are installed.

### **About the University of Georgia**

Founded in 1785, The University of Georgia is located in Athens, Georgia. The University is a member of the Southeastern Conference, and competes in nine men's and 12 women's NCAA Division I athletic programs. The school has won 23 national championships, including 13 since 1999. Total enrollment exceeds 33,000 students.

### **About Daktronics, Inc.**

The Company has scoring and display equipment operating at hundreds of professional, collegiate and high school sports venues nationwide. Daktronics has strong leadership positions in, and is one of the world's largest suppliers of, electronic scoreboards, computer-programmable displays, large screen video displays and control systems. The Company excels in the control of large display systems, including those that require integration of complex multiple displays showing real time information, graphics, animation and video. Daktronics designs, manufactures, markets and services display systems for customers around the world in sport, business and transportation applications. For more information, visit the Company's worldwide web site at <http://www.daktronics.com>, email the Company at [sales@daktronics.com](mailto:sales@daktronics.com), call toll-free 1-800-DAKTRONICS (800-325-8766) in the U.S., or write to the Company at 331 32nd Avenue, P.O. Box 5128, Brookings, SD 57006-5128.

Cautionary Notice: In addition to statements of historical fact, this news release contains forward-looking statements reflecting the Company's expectations or beliefs concerning future events which could materially affect Company performance in the future. The Company cautions that these and similar statements involve risk and uncertainties including changes in economic and market conditions, management of growth, timing and magnitude of future contracts, and other risks noted in the Company's SEC filings which may cause actual results to differ materially. Forward-looking statements are made in the context of information available as of the date stated. The Company undertakes no obligation to update or revise such statements to reflect new circumstances or unanticipated events as they occur.

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