



Daktronics' Keyframe Creative Services Division expands capabilities with the purchase of high tech video production facility

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Brookings, S.D. -- April 1, 2005 -- Daktronics, Inc. (Nasdaq - DAKT) of Brookings, S.D., announced today the recent purchase of the Diamond P Studio property, a video production facility located in Clearwater, Fla. Terms of the sale were not disclosed.

The property acquisition will enable Daktronics, through its Keyframe Creative Services Division, to better serve its growing number of large screen video clients with higher quality content development and faster delivery. It will also help position Daktronics as a single-source solution for customers in the rapidly growing market niche of digital media networks, also referred to as narrowcasting networks. Digital media networks are comprised of multiple plasma, liquid crystal and LED displays that provide a variety of content delivered by a central control station. Daktronics merges its display and control technologies with services such as content creation and remote programming to deliver a complete product and service offering to its customers.

According to Bill Retterath, Daktronics Chief Financial Officer, "The purchase of the Diamond P Studio property will allow Daktronics to further differentiate itself from its competitors and provide a facility from which to deliver expanded service offerings to its customer base."

Built in 1998, the 32,000-square-foot building features an 11,000 square-foot digital broadcast studio, six client edit bays, digital audio post-production and a satellite uplink facility. Keyframe and Daktronics Sales and Service will soon relocate their Tampa offices to the newly acquired video production facility.

Mike Rocha, Keyframe Creative Services Manager, says the building acquisition will expand service offerings for existing and future clients. "The new complex will feature a one-stop shop for clients in the sports, commercial and narrowcasting markets," Rocha said. "When available, outside organizations may rent the studio to produce infomercials, commercials or television programs. With a 100-foot hard cyclorama, the studio is a flexible solution for any type of production."

Keyframe, a service division of Daktronics, is a premier provider of creative and technical services to corporations and sporting venues across North America. For more information, visit www.keyframe.com.

Daktronics has strong leadership positions in, and is one of the world's largest suppliers of, electronic scoreboards, computer-programmable displays and large screen video display 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 www.daktronics.com, e-mail the Company at sales@daktronics.com, call toll free 1-800-DAKTRONICS (800-325-8766) in the U.S., or write the Company at 331 32nd Avenue, P.O. Box 5128, Brookings, SD 57006-5128.

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