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Brookings, S.D. - March 3, 2005 - Daktronics, Inc. (Nasdaq - DAKT) of Brookings, S.D., announced today that the University of Iowa has chosen Daktronics to replace the existing scoring and video display system at Historic Kinnick Stadium with a custom-designed integrated system. The value of the project exceeds \$2.1 million, with installation scheduled for completion for the start of the 2005 football season.

"Daktronics was successful in bidding for the University of Iowa Kinnick Stadium boards because of their longstanding tradition of providing top notch support personnel and equipment of the highest quality with each project they undertake," said Jane Meyer, Senior Associate Director of Athletics for the University of Iowa. "Their proposal meets the needs of our program and is critical in keeping our fans informed and up-to-date throughout their Saturday football experience."

The system includes Daktronics proven ProStar® VideoPlus technology which uses the latest in red, green and blue (RGB) light emitting diode (LED) technology to present live and recorded video images, colorful animation and vivid graphics with incredible brightness and wide angle visibility. A large ProStar® display, measuring approximately 23 feet high by 68 feet wide, will reside in the south end zone superstructure. This super-wide screen format has been extremely popular in professional football facilities, allowing fans to see more of the action on live shots and instant replays. Also included in the main scoreboard are two full-color ProAd® digital LED displays, each measuring 10 feet high by 25 feet wide. A custom scoring section will be positioned beneath the giant video screen.

On the north end of the stadium, two auxiliary scoreboards will help keep fans informed and entertained. One of the scoreboards includes a smaller ProStar® video screen, measuring 16 feet high by 28 feet wide.

"Daktronics is excited to install yet another integrated system at the University of Iowa," said Tony Mulder, Sports Systems Regional Sales Manager for Daktronics. "The installation at Kinnick Stadium will be one of the largest and most advanced systems in a collegiate football stadium in the world. The University of Iowa and Daktronics have a long history of working together and the relationship continues to grow."

About Kinnick Stadium

Since 1929, Hawkeye home football games have been played in Kinnick Stadium, renamed in 1972 after 1939 Heisman Trophy winner Nile Kinnick. When renovation is completed in August 2006, Kinnick Stadium will be better equipped to meet, if not exceed, the needs of a wide and diverse group of friends and fans of the state of Iowa, the University of Iowa, the Iowa Hawkeyes, and intercollegiate athletics on college football Saturdays in Iowa City. Additional improvements will range from upscale seating options and amenities available in a state of the art press box to three times the number of restrooms and more than two times the number of concessions stands available to the 70,000 fans who fill the venue six times each fall to celebrate the Hawkeye spirit and cheer the young men in black and gold to victory. Iowa has traditionally ranked among the top 25 schools in the nation in home attendance.

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, and large screen video display and control systems. Daktronics is recognized as the world's leading provider of full-color LED video displays, with more than 1,400 video displays sold and installed. 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, 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.

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