



Auburn Goes HD in a Big Way

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BROOKINGS, S.D. - March 27, 2007 - The Auburn University Athletics Department and Daktronics (NASDAQ-DAKT) announced today that the University will install the first true high definition (HD) video display in the Southeastern Conference inside Jordan-Hare Stadium prior to the start of the 2007 football season. The HD display will measure approximately 30 feet high by 74 feet wide and will take advantage of Daktronics latest HD-12 light emitting diode (LED) technology.

"We are extremely excited to make this significant enhancement to Jordan-Hare Stadium as a sign of our commitment to the Auburn fans, student-athletes, alumni, sponsors and all others who enjoy and support the great tradition of Auburn football," said Jay Jacobs, Auburn Director of Athletics. "We also wanted to invest in high definition video technology because of the incredible detail of the imagery and the flexibility this exciting technology provides. We are excited to be working with Daktronics because of their extensive experience and proven success with their products for top level collegiate and professional sports venues."

"The tradition of Auburn University athletics is well known around the country," said Reece Kurtenbach, Daktronics Vice President of Video Systems. "We are very pleased to make this announcement and continue our partnership with Auburn with such a unique, truly high definition system."

The \$2.9 million upgrade will incorporate the latest Daktronics video technology with high density full-color Pure Pixel® resolution, incredibly wide viewing angles, and resolution enhancement with sub-pixel control. As with all Daktronics LED video displays, Auburn's new HD screen will have the capability to show a single, wide screen image, and can also be split into multiple windows to show lineups, game statistics, out-of-town game information and much more. The active area of the new display, to be populated by more than one million individual LEDs, will exceed 2,200 square feet.

Auburn is the first Southeastern Conference school to install large screen HD video at one of its facilities, and only the second NCAA member institution to invest in true high definition LED video capabilities.

Prior to the start of the 2006 football season, Daktronics provided two large ProAd® fascia LED displays inside Jordan-Hare Stadium, installed on the upper deck fascia, parallel to the sidelines. Additional ProAd® sections will be added to the existing fascia displays, increasing the length of both to approximately 250 feet. Last year's upgrade also included a large auxiliary scoreboard behind the north end zone, measuring approximately 18 feet high by 60 feet wide, new play clocks, and locker room clocks. The scoreboard and clocks use LED digits for greater visibility, increased reliability and reduced power consumption.

Daktronics HD-X LED video displays, available in a wide variety of sizes and configurations, represent a new generation of large screen technology. The product line features a number of industry advances including a high-density pixel layout, improved contrast levels and enhanced viewing angles. Using the latest LED and control system technologies, Daktronics large screen displays present live and recorded video images, colorful animation and vivid graphics. The new HD board, and other existing display system components will be controlled with the proven Daktronics Venus® controller, V-Link® video processor, and All Sport® scoring controller.

About Pat Dye Field At Jordan-Hare Stadium

Pat Dye Field at Jordan-Hare Stadium, the nation's eighth largest on-campus stadium, is entering its 68th year as home to the Auburn Tigers. On football Saturdays in Auburn, Jordan-Hare Stadium becomes Alabama's fifth-largest city. The stadium, which has a capacity of 87,451, was named after former Auburn football coach Ralph "Shug" Jordan as well as Clifford Leroy Hare, a member of Auburn's first football team and longtime chairman of Auburn's Faculty Athletic Committee. The field at Jordan-Hare Stadium was named after legendary coach Pat Dye prior to the Alabama game in 2005.

About Daktronics

Daktronics is recognized as the world's leading provider of full-color LED video displays. Daktronics began manufacturing large screen, full-color, LED video displays in 1997. Since then, over 3,100 ProStar® and ProAd® displays have been sold and installed in sports, entertainment and commercial facilities around the world. Since 2001, independent market research conducted by iSuppli Corp. lists Daktronics as the world's leading provider of large screen LED video displays.

Daktronics has strong leadership positions in, and is one of the world's largest suppliers of, electronic scoreboards, computer-programmable displays, digital billboards, large screen video displays and control systems. The company excels in the control of large display systems, including those that require integration of multiple complex 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 World Wide Web site at: <http://www.daktronics.com>, e-mail the company at sales@daktronics.com, call (605) 697-4300 or toll-free (800) 325-8766 in the United States or write to the company at 331 32nd Ave. PO Box 5128 Brookings, S.D. 57006-5128.

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statements to reflect new circumstances or unanticipated events as they occur.

Scoreboard Artwork

Conceptual artwork of the new Auburn football scoreboard is available for media outlets. Email your request to msteink@daktronics.com. Scoreboard layout is subject to change.

For more information contact:

MEDIA RELATIONS:

Mark Steinkamp
Marketing & Sales Support Mgr.
tel (605) 697-4300
email msteink@daktronics.com

AUBURN UNIVERSITY ATHLETICS

Kirk Sampson
Sports Information Director
tel (334) 844-9800
email sampska@auburn.edu