

Daktronics provides electronic billboards to Clear Channel Outdoor for pilot project in Cleveland

Brookings, S.D. - May 12, 2005 - Daktronics, Inc. (Nasdaq - DAKT) announced today that it has designed and manufactured seven large ProStar® displays for Clear Channel Communications, Inc. (NYSE - CCU) for a pilot project incorporating electronic billboards in the Cleveland area.

Clear Channel Outdoor will position the full-color light emitting diode (LED) displays at seven different locations in the greater Cleveland area. The technology offers the capability for the clients of Clear Channel Outdoor to quickly create and display messages and graphics on the electronic billboards, allowing advertisers to better target their content to the audience at a particular location or certain time of day. Digital billboards also increase the available inventory of advertising space, by allowing multiple advertisers to share time on a single display. Installation of the seven 14-by-48 (foot) displays is scheduled to be completed before the end of May.

"Ultimately, this technology will make Outdoor the most flexible of all advertising media," said Paul Meyer, Global President & COO of Clear Channel Outdoor. "It will enable advertisers to deliver their messages by day part, day of the week, or even time of the month. Cleveland will be our first incubator for the gradual transformation of our business from selling advertising space to selling advertising time. This pilot also will demonstrate Outdoor's potential to offer a unique and invaluable service to the communities in which we do business. We will be able to provide near instantaneous responses to critical messaging needs, whether they be Amber Alerts, impending major storms, or any other emergency situation."

"We are pleased to announce this pilot project with Clear Channel, one of the leaders in the out of home advertising industry," said Jim Morgan, President and CEO of Daktronics. "We are excited about the long-term prospects for digital billboards because of the advantages LED technology offers over traditional printed bulletins. Our experience with LED displays, along with unmatched expertise designing and developing feature-rich control systems, positions Daktronics well to be a leader in this new application of the technology." Digital images will be created and downloaded to each electronic billboard remotely through high speed internet connections. The control system is comprised of a central V-Net® controller located at Daktronics headquarters in Brookings with remote controllers in each display. The V-Net® control system is used to create, upload, display, schedule and log the content shown on the seven boards. The V-Net® controller offers advanced scheduling and logging features especially important to this application.

The ProStar® displays are designed to compensate for varying light levels, including day and night viewing, by automatically monitoring and adjusting overall display brightness and gamma levels. These features provide optimal viewing in all conditions.

A photocell will be mounted on each of the electronic billboards to measure ambient light. Light levels will be continuously monitored and communicated back to the control system, which will automatically adjust the brightness and gamma levels of each of the displays individually for optimal visibility. Temperature sensing and other diagnostic capabilities are also included within the display systems. Daktronics Keyframe® services group will provide ongoing technical and creative support for the networked system.

About Clear Channel Communications, Inc. Clear Channel Communications, Inc., headquartered in San Antonio, Texas, is a global leader in the out-of-home advertising industry with radio and television stations, outdoor displays and entertainment venues in 65 countries around the world. Additional information is available on-line at <http://www.clearchannel.com>.

About Daktronics, Inc. Daktronics has large format electronic display equipment operating at thousands of sites around the world. The Company has installed more than 1,500 full-color ProStar® and ProAd® displays since the introduction of the technology in 1997. 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, 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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