

FOR IMMEDIATE RELEASE FROM DAKTRONICS INC.

## **Carroll Advertising Chooses Daktronics Digital Technology for First Massachusetts Digital Billboard Installation**

**High-profile Carroll Advertising billboard now features Daktronics' energy-efficient Valo® OT digital LED technology**

BROOKINGS, S.D. – June 25, 2009 – Carroll Advertising of Boston, Mass., recently installed Massachusetts' first digital billboard display. Manufactured by Daktronics Inc. (NASDAQ-DAKT), the world's leading digital billboard provider, the project also marks the first purchase of a digital LED billboard by the accomplished New England outdoor advertising company. Carroll Advertising is just one of a handful of outdoor advertisers awarded digital permits since the state of Massachusetts' pilot digital billboard program began in the fall of 2008.

"Daktronics' reputation as leaders in the digital billboard marketplace, in addition to their outstanding service, were the central reasons we went with them as our supplier," says John T. Carroll, president of Carroll Advertising. "The potential we saw in the billboard's location absolutely warranted the service of the most stable, and reputable digital billboard manufacturer to help us capitalize on this amazing opportunity. For us, Daktronics is that company."

The 10-feet by 30-feet Valo® OT digital billboard faces south and is positioned north of Gillette Stadium, home of the New England Patriots, on Route 1, Foxborough, Massachusetts. According to Carroll, more than 40,000 vehicles pass by the billboard each day.

"The digital billboard allows us the unique opportunity to generate extra revenues out of a single billboard face, and the fact that it can now feature multiple, rotating advertisements, takes complete advantage of its distinct location," says Carroll.

Not only did Daktronics provide its industry-leading OT technology for Carroll Advertising, they assisted in the acquisition of sign permits for the billboard. Daktronics personnel utilized their many years of success and actively participated in zoning hearings where they educated officials on the benefits and safety of digital billboards. In the spring of 2009, Carroll Advertising was granted a display permit for the pilot program, confirming Daktronics' ongoing commitment to helping outdoor advertising companies succeed in digital billboard advertising.

Daktronics model is simple. Work with the customer from start to finish in every facet of the digital conversion process. From assisting outdoor companies in obtaining sign permits, to providing the industry's most advanced digital billboard technology, Daktronics has the resources to fit and assist all outdoor advertisers looking to Go Digital®, large or small.

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Daktronics' state-of-the art Product Reliability Lab uses more than six environmental systems to push its display products to their absolute performance limits. The corrosive effects of coastal precipitation are mimicked through a modern salt and fog chamber. An environmental chamber uses powerful heat lamps, massive cooling fans and an adjustable humidity simulator to imitate a variety of extreme temperature environments, guaranteeing Daktronics digital billboards perform brilliantly in the harshest weather.

For those who appreciate quality, Daktronics IP (Ingress Protection) testing affirms proper defense against water intrusion. Technicians drench entire display enclosures with up to 100 liters (26 gallons) of water per minute from multiple angles with high-pressure water jets, making sure prolonged exposure to moisture cannot and will not interfere with critical components. By combining these innovations in environmental technology and more, Daktronics engineers are provided valuable feedback to implement continued product improvements, ultimately resulting in superior products that are built to perform for years to come.

For more information on how Daktronics digital billboards are revolutionizing the industry, visit [www.daktronics.com/billboard](http://www.daktronics.com/billboard).

### About Daktronics

Daktronics has strong leadership positions in, and is the world's largest supplier of, computer-programmable displays, large screen video displays, digital billboards, and electronic scoreboards 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: [www.daktronics.com/billboard](http://www.daktronics.com/billboard) or e-mail the company at [commercial@daktronics.com](mailto:commercial@daktronics.com), call (605) 692-0200 ext. 56219 or toll-free (800) 325-8766 in the United States or write to the company at 201 Daktronics Drive PO Box 5128 Brookings, S.D. 57006-5128.

### Safe Harbor Statement

Cautionary Notice: In addition to statements of historical fact, this news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and are intended to enjoy the protection of that Act. These forward-looking statements reflect the Company's expectations or beliefs concerning future events. The Company cautions that these and similar statements involve risk and uncertainties which could cause actual results to differ materially from our expectation, including, but not limited to, 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, including its Annual Report on Form 10-K for its 2009 fiscal year. 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.

### About Carroll Advertising

Carroll Advertising Company, Inc., was started in 1996 by John Carroll with three billboard faces. Over the years the number of faces has grown over 30, covering the Greater Boston Area, New Hampshire and Rhode Island. All locations are 14' x 48' or larger, with coverage on many major highways throughout New England.

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