

University of Alabama to Upgrade Bryant-Denny Stadium with Integrated Scoring, Video and Advertising Display System from Daktronics

New Upgrade to Provide Longest Fascia Displays of Any Outdoor Collegiate Facility

BROOKINGS, S.D. – March 20, 2006 – The University of Alabama, Tuscaloosa, Ala., has chosen Daktronics Inc. (Nasdaq-DAKT) of Brookings, S.D., to design, manufacture and install an integrated scoring, video and advertising display system for Bryant-Denny Stadium in time for the 2006 Crimson Tide football season.

As part of an expansion to Bryant-Denny Stadium, two new video displays, featuring Daktronics proven ProStar® VideoPlus display technology, will be added to the northeast and northwest corners of the stadium. The new video displays will measure approximately 20 feet 2 inches high by 34 feet 7 inches wide.

Alabama fans will also be entertained by new ProAd® digital advertising displays mounted on the east and west sides of the stadium. Each display will measure approximately 4 feet high by 420 feet wide, making these displays the largest ever installed at an outdoor collegiate facility, as well as rivaling many professional stadiums.

Center-to-center pixel spacing for all four displays is 23 mm (.90 inches), with the capability to show 4.4 trillion colors. The more than 2.3 million individual red, green and blue (RGB) light emitting diodes (LED) that populate the displays will be controlled with Daktronics proven Venus® 7000 controller and V-Link® video processor.

"We are excited about the possibilities that the new scoreboards and displays will bring to an already great setting," said Alabama Director of Athletics Mal Moore. "These new screens and display boards will enhance the ability of our fans to enjoy the game."

ProStar® VideoPlus technology, HD-ready and available only from Daktronics, uses (LED) technology to present live and recorded video images, colorful animation and vivid graphics with incredible brightness and wide-angle visibility. Daktronics is recognized as the world's leading provider of full-color LED video displays.

Daktronics ProAd® digital advertising displays offer complete message flexibility. These displays can recognize sponsors in a variety of ways. When not recognizing sponsors, ProAd® displays can show game in progress information, team and player stats, full-color animation and cropped video clips to add entertainment value and raise the crowd's enthusiasm level.

"All of us at Daktronics are extremely excited about this project and we look forward to continuing a long and successful relationship with the storied tradition that is Alabama football", said Glen Marts, Daktronics Regional Salesman. "This installation will set a new standard for collegiate facilities, while providing Crimson Tide fans with the added advantage of entertainment and game information at an exceptional level."

About University of Alabama

Bryant-Denny Stadium has served as home to Alabama football since 1929. The stadium was renamed Bryant-Denny Stadium in 1975 after originally being referred to as Denny Stadium. In 2006, the north end zone area of the facility will expand, adding around 10,000 more seats, raising the seating capacity to over 92,000. Recognized nationwide as one of the most famed stadiums, Bryant-Denny Stadium is an intimidating experience for opponents. Alabama football boasts an all-time home winning percentage of over 82 percent at Bryant-Denny Stadium.

- MORE -

About Daktronics

Daktronics began manufacturing large screen, full-color LED displays in 1997. Since then, over 2,000 ProStar® and ProAd® full-color displays have been sold and installed in sports, entertainment and commercial applications worldwide. Since 2001, independent market research from iSuppli Corp., lists Daktronics as the world's leading supplier 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, and 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.

Cautionary Notice: In addition to statements of historical fact, this news release contains forward-looking statements reflecting the company's expectations or beliefs concerning future events, which could materially affect company performance in the future. The company cautions that these and similar statements involve risk and uncertainties including changes in economic and market conditions, management of growth, timing and magnitude of future contracts and other risks noted in the company's Securities and Exchange Commission filings which may cause actual results to differ materially. 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.

- END -

For more information contact:

DAKTRONICS MEDIA RELATIONS

Mark Steinkamp

Marketing & Sales Support Mgr.

tel (605) 697-4300

e-mail msteink@daktronics.com

DAKTRONICS INVESTOR RELATIONS

Bill Retterath

Chief Financial Officer

tel (605) 697-4000

email investor@daktronics.com