

Daktronics Acquires Hoffend & Sons Inc.

Theatre Rigging Systems and Scoreboard Hoists to Become Part of Daktronics Product Offerings

BROOKINGS, S.D. – Oct. 19, 2006 – Daktronics Inc. (Nasdaq-DAKT) of Brookings, S.D., announced today the acquisition of substantially all the operating assets of Hoffend & Sons Inc., of Victor, N.Y. Hoffend & Sons is considered one of the world's leading designers and manufacturers of theatre and arena rigging systems and scoreboard hoist systems.

The purchase of the operating assets, which includes the patented Vortek® technology, further strengthens Daktronics' position in the sports industry with the most complete, integrated video, scoring and display systems. It also brings to Daktronics the ability to expand its product offering to existing customers, with a sophisticated rigging system for theaters, auditoriums and athletic venues.

Hoffend & Sons recently introduced its patented Vortek® theatre rigging system, developed specifically to replace commonly used counterweight rigging systems, which were originally developed more than a century ago. The Vortek® system is a complete, ceiling-to-floor system, including the hoist unit, blocks and battens, and automated control center. The Vortek® system provides greater safety by eliminating the need for crews to climb ladders and catwalks as well as eliminating the need to handle heavy counterweights above the stage. It also allows for much quicker scene changes, takes significantly less space than traditional counterweight systems, and reduces construction costs for new theatres.

"Daktronics has worked with the Hoffend team and their products for nearly a decade, primarily on sports projects that required robust and safe scoreboard hoist systems," said Jim Morgan, President and CEO of Daktronics Inc. "Our sports customers have for many years demanded Hoffend hoist systems to complement our centerhung scoring and video systems. Hoffend hoist systems include the latest technologies with sophisticated safety features."

"In addition to the benefits to us from the purchase of an important supplier, we expect significant growth in sales of the Vortek theatre rigging technology to our existing customers, which we expect will include many elementary, middle and high schools, as well as high profile theatre venues where we currently supply displays for outdoor marquee signs and displays for other locations."

"We like the sophisticated design of the Vortek system, the proprietary patented technology, and the ease of installation and operation, which we believe will make the Vortek system the preferred solution for theater rigging. We are looking forward to working with the Hoffend team to grow the business. The business will continue to be based in Victor, New York, near Rochester," Morgan said.

"We've known and worked with Daktronics for a number of years, and are pleased to be able to join an industry leader with a great reputation," said Peter Hoffend, President of Hoffend & Sons.

"With Daktronics engineering foundation, financial strength, marketing experience, and management backing, we are well positioned to market and deliver our new Vortek technology to the theater industry," said Scott Seeman, Chief Operating Officer of Hoffend & Sons.

About Hoffend & Sons

Hoffend & Sons is headquartered in Victor, N.Y. The company was established in 1917 and is well known for the design and manufacture of rigging and hoist systems for the theatre, entertainment and sports industries. For more information visit <http://www.hoffend.net/>

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About Daktronics

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, sound systems, and control systems. The Company excels in the control of large display systems and networks, including those that require integration of multiple complex displays showing real-time information, graphics, animation and video. Daktronics designs, manufactures, markets and services display and sound 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. References to websites in this press release do not include the information on those websites as part of this press release.

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