

FOR IMMEDIATE RELEASE FROM DAKTRONICS INC.

Daktronics to Expand to Redwood Falls, Minnesota

Company to Purchase Building and Offer Jobs to Employees of Emerson Electric Company

BROOKINGS, S.D. – Dec. 1, 2006 – Daktronics Inc. (Nasdaq-DAKT) of Brookings, S.D., announced today its plans to purchase a Redwood Falls, Minn. building owned by Emerson Electric Company (NYSE-EMR), to manufacture its popular line of Galaxy® electronic message centers, primarily for commercial market customers. The sale of the facility is expected to close in early January 2007.

The Emerson Electric building, located along Highway 19 in Redwood Falls, was used for the manufacture of Artesyn Technologies power supplies for computers and telecommunications products. Daktronics expects to hire the existing management team from the Artesyn operation, as well as offer manufacturing positions to other Artesyn employees. Daktronics expects to hire approximately 100 people to get operations started in Redwood Falls, and plans for Galaxy® displays to begin coming off the production line by March 2007. The Company's Galaxy® line consists of monochrome and full-color displays designed for on-premise advertising, typically in front of retail businesses. The product manufactured in Redwood Falls will generate approximately ten percent of the Company's revenues. Moving the Galaxy® display production to Redwood Falls will allow more of the capacity at the Brookings facility to be dedicated to building products for the sports markets.

According to Jim Morgan, President and CEO of Daktronics, "We continue to look for the best ways to respond to the continuing growth opportunities in our business. One of our challenges has been finding enough new employees for our Brookings operation to meet the growing demand for our products. The availability of the Emerson Electric building, along with the opportunity to hire many of their employees who have electronic manufacturing experience, was very attractive to us. That, combined with incentives and support from the city of Redwood Falls and the Minnesota JOBZ program, made expanding into Redwood Falls an attractive opportunity for us. We appreciate the support we have received from the community and the state of Minnesota."

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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