

FOR IMMEDIATE RELEASE FROM DAKTRONICS INC.

## **Connect Outdoor Media Chooses Daktronics Digital Billboard Technology**

### **Independent Outdoor Advertising Company's First Digital Billboard Conversion Generating Extra Revenues**

BROOKINGS, S.D. – Aug. 17, 2009 – Digital billboard manufacturer Daktronics Inc. of Brookings, S.D., recently provided Connect Outdoor Media LLC., an affiliate of Fusion Media Group, with a Valo® digital billboard display. Connect's first digital billboard conversion is located along US Hwy 259 North of Kilgore, Texas, and sees more than 21,000 vehicles pass by it per day.

"We anticipate generating at least 12 times the revenue we were generating before with a static billboard at this location," said Brent Waller, president partner of Connect Outdoor Media LLC. "Upgrading to digital changes the game."

Connect Outdoor Media serves Texas and Louisiana, offering clients quality billboard sites to meet their advertising goals for growing their business and brand. The company, like many other independent outdoor advertising firms, is experiencing success even during slowing advertising activity because they're investing while others are waiting.

"Let's face it; digital gives you the edge because it is so much more immediate and flexible," said Waller. "With a digital board in our inventory, our advertising base has greatly expanded with advertisers that would not be interested in traditional outdoor."

Waller also commented on the importance of daypart advertising. "Creating ads that are relevant to customers at a particular moment during the day is an absolute crucial element to this medium," said Waller. "When I speak with clients the first thing we go over is their advertising campaign. What are you going to do on an ongoing basis to keep the customer looking for what's next from your business?"

Outdoor advertising operators like Fusion Media and Connect Outdoor who choose Daktronics as their digital billboard supplier have little to worry when it comes to the reliability and sustainability of their investment. Daktronics provides outdoor companies with all the tools to be successful in the digital outdoor advertising business.

Ed Lastes, Fusion Media Group CEO, said they inevitably chose Daktronics because "the bottom line is that as a smaller company, we can't afford to make bad decisions," said Lastes. "Daktronics' company structure is simply much more organized than others when it comes to offering clients the full package. From their financial stability, end-user database, relationships with larger outdoor advertisers, an extensive service and support network, and their staying power as a leading provider of digital LED displays, there simply isn't another company that could come close to supporting us like Daktronics."



Daktronics digital billboards are designed to perform reliably 24/7. Daktronics product designs are tested in the company's Product Reliability Lab where they are pushed to their performance limits on temperature, humidity, and vibration. These results provide Daktronics' engineers valuable feedback to ensure the company produces a superior digital billboard product that provides years of dependable performance in any environment.

### About Daktronics

Daktronics is the world's largest supplier of large-format LED display systems, including digital LED billboards, large-screen video displays and control systems for sports and commercial venues. The company's digital LED billboard division installed its first digital billboard in 2001 and quickly became the world's top digital billboard manufacturer. Daktronics has installed more than 1,200 digital billboards nationwide in more than 300 cities. For more information about digital billboards, visit:

<http://www.daktronics.com/billboard>, e-mail the company at [outdoor@daktronics.com](mailto:outdoor@daktronics.com), or call toll-free at (800) 325-8766

### 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 Connect Outdoor Media

Connect Outdoor Media LLC is a leading regional outdoor advertising company in East Texas and Shreveport, LA with their headquarters just outside of Paris, Texas, as well as a sales office in Tyler. Connect is continuing to grow through select acquisitions as well as upgrading its existing sites and building new structures. For more information on Connect Outdoor Media, LLC, please call 1-866-998-0008, extension 14 for Brent Waller or email at [bwaller@connectoutdoor.com](mailto:bwaller@connectoutdoor.com).

### About Fusion Media Group

Fusion Media Group (FMG) was formed to provide a new alternative to Principals of select outdoor advertising companies. Based on our experience gained from over 60 successful acquisitions in the billboard business and over 30 years combined experience financing and operating media companies, we know that the local entrepreneurs responsible for building successful independent outdoor operators can run those assets more efficiently than anyone else. FMG affiliates with local, entrepreneurial management teams to ensure the long-term success of independent operators, while providing liquidity to shareholders or incremental capital for growth. Through our holding company structure, FMG brings the benefits of a much larger operation to independent operators, while sustaining the entrepreneurial culture which has created their success. Additionally, FMG pursues 100% acquisitions that fit its growth and operating objectives. The Wenham, Massachusetts-based company was founded in 2006. For more information, visit [www.fusionmediagroup.com](http://www.fusionmediagroup.com), e-mail the company at [info@fusionmediagroup.com](mailto:info@fusionmediagroup.com) or call (978) 233-7928.

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