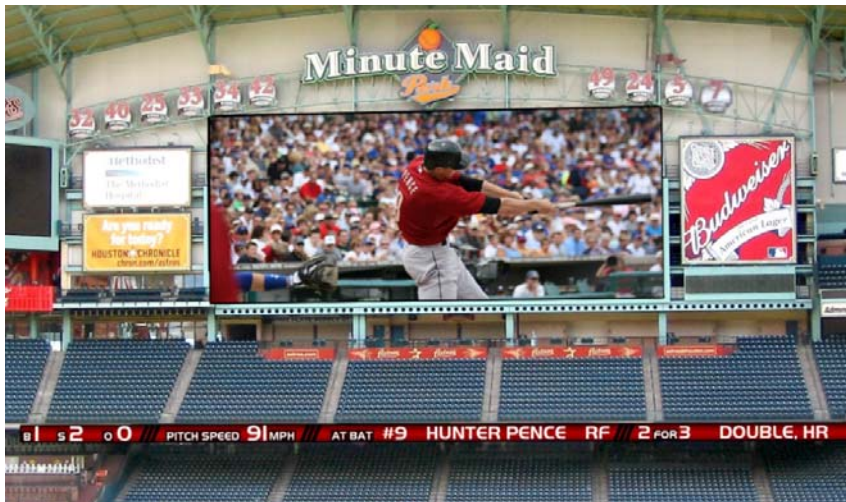


# Houston Astros to Install Daktronics High Definition LED Video at Minute Maid Park

*Main Display will be One of Four 1080-Line High Definition Displays in Major League Baseball*



BROOKINGS, S.D. – Nov. 18, 2010 – Daktronics Inc. (Nasdaq-DAKT) of Brookings, S.D., announced today that the company has been chosen to design, manufacture and install an integrated video display system, featuring a 1080-line high definition video display, at Minute Maid Park, home of the Houston Astros. The multi-million dollar system will be installed before the start of the 2011 season.

"The Astros are very excited about our new state-of-the-art video and ribbon boards for fans attending events at Minute Maid Park beginning on Opening Day, 2011," said Pam Gardner, President of Business Operations with the Astros. "Our goal is to provide the latest technology in high definition entertainment, and working with our long-time partner Daktronics, a leader in the industry with its HD video display systems, we know the in-game presentation for our fans will be very impressive. The dynamic impact to the fan experience at Astros games will be spectacular and larger than life."

The main 1080-line high definition video display will be located in right field and will measure approximately 54 feet high by 124 feet wide, nearly six times the size of the existing video display (26 feet high by 45 feet wide). An auxiliary display will be installed in left field and will measure approximately 24 feet high by 40 feet wide.

Both the main and auxiliary video displays will utilize Daktronics newest 15 millimeter LED technology, featuring a tighter resolution and improved image quality. This technology and its control system allow for complete flexibility in programming. The video board can operate as a single giant display or be divided into multiple zones (windows) to show a wide variety of statistics, information, graphics, animation, and live and recorded video.

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A Daktronics digital ribbon display, stretching from foul pole to foul pole and measuring approximately 4 feet high by 1,000 feet wide, will also be installed. A similar display will be located under the main video display, measuring approximately 4 feet high by 188 feet wide. Both ribbon displays will utilize 20 millimeter LED technology and are capable of showing game information, real-time team and player statistics, animations and cropped video clips to raise the crowd's interest and enthusiasm level. These displays can also be used in a variety of creative ways to recognize and activate sponsors.

Also included in the project is the new Show Control system from Daktronics. Show Control provides a powerful combination of display control software, world-class video processing, data integration, and playback hardware that forms a user-friendly production solution. The new system is touted by experts as the best in the industry. For more on Show Control, visit [www.daktronics.com/show](http://www.daktronics.com/show).

"Daktronics would like to thank the Houston Astros organization for their confidence in us with their display upgrades," said Dan Fjeldheim, Daktronics sales. "Minute Maid Park is a first-class facility and we look forward to installing a first-class display system in the stadium. Very few stadiums in the world have a video display that can compete with what's coming to Minute Maid Park."

### About Minute Maid Park

A jewel in the crown of the majestic downtown Houston skyline, Minute Maid Park has become a welcome home for the Houston Astros and has ushered in a new era of Major League sports in the city. The downtown ballpark continues the proud tradition of visionary innovation in stadium construction, beginning with the club's previous home - the Astrodome. Minute Maid Park's retractable roof technology brought open-air baseball to Houston for the first time in 35 years, and the natural grass surface and classic architecture provided Minute Maid Park the atmosphere of the great ballparks of baseball's Golden age.

### About Daktronics

Daktronics is recognized as the world's leading provider of full-color LED video displays. Daktronics began manufacturing large screen, full-color, LED video displays in 1997. Since then, over 6,900 large screen video displays have been sold and installed in sporting and commercial facilities around the world. Since 2001, independent market research conducted by iSuppli Corp. lists Daktronics as the world's leading provider of large screen LED video displays.

Daktronics has strong leadership positions in, and is the world's largest supplier of, large screen video displays, electronic scoreboards, computer-programmable displays, digital billboards, 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](mailto:sales@daktronics.com), call (605) 692-0200 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 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 2010 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.

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