



University of Kansas to Upgrade Football Facility With Integrated Scoring, Video and Sound System From Daktronics

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BROOKINGS, S.D., April 8, 2010 (GLOBE NEWSWIRE) -- Daktronics Inc (Nasdaq:DAKT) of Brookings, S.D., announced today that the University of Kansas has chosen the company to design and manufacture a new light emitting diode (LED) video display for Kivisto Field at Memorial Stadium, home of Jayhawk football, in Lawrence, Kan. The video display system will utilize Daktronics newest HD-15 LED technology, featuring a tighter resolution and improved image quality.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=7311>

Installation has begun at the stadium and should be ready for use at Kansas Athletics' two upcoming events – the Kansas Relays (April 14-17) and the KU Spring Football Game (April 24).

Funding for the integrated system is included in a five-year extension to Kansas Athletics' 10-year multi-media rights agreement with IMG College.

"Kansas Athletics enjoys a great relationship with IMG," Lew Perkins, University of Kansas Director of Athletics. "This agreement – and the new video board – will ensure that we are able to provide the best experience possible for our student-athletes, coaches and fans."

"The University of Kansas has done an excellent job creating a premier athletics program, and we are honored by the extension," said Tom Stultz, Senior Vice President and Managing Director for IMG College. "We look forward to our continued partnership with the University as we aim to grow its multi-media rights program."

The video display will feature Daktronics proven LED video display technology and will measure approximately 28 feet high by 85 feet wide. This technology and its control system allow for complete flexibility in programming. The video board can operate as 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.

The active area on the stadium's former video display, installed in 1999, was approximately 740 square feet. The new display has an active video area three times that size – a total of approximately 2,380 square feet. Despite its size, the new board fits within the structural footprint of the old unit in a conscious effort to preserve the tradition and integrity of the hill behind the scoreboard.

"Daktronics is pleased to continue its partnership with the University of Kansas athletic programs," said Tony Mulder, Daktronics Regional Manager. "This addition to historic Memorial Stadium will help generate more excitement from the fans and will be another great enhancement for the Kansas football program."

A custom numeric scoring section will also be part of the scoreboard structure and the sound system in the stadium will be updated and reconfigured to fit within the new footprint of the structure. The new scoring section and video display system will be completely integrated with the existing scoring and messaging system installed on the opposite end of the stadium by Daktronics in 2005. Daktronics previously installed video displays at KU's Allen Field house and Hogleund ballpark, as well as digital signage at the Fieldhouse.

About Kivisto Field at Memorial Stadium

Recognized as the first stadium built on a college campus west of the Mississippi River, Memorial Stadium is the seventh oldest collegiate stadium in the nation. It has a capacity of 50,071.

In recent years, the stadium complex has been the focus of major renovations with more than \$30 million in improvements completed. Construction projects at the stadium have touched on improvements for fans, players and coaches in all areas of the complex.

Memorial Stadium has also been host to a number of community, musical and athletic activities. It is the home of the prestigious Kansas Relays. The eight lane all-weather track was built in 1969, replacing the old cinder surface. In 1984, the track was resurfaced and new jumping pits were constructed. Memorial Stadium hosted the Big Eight Conference track and field championships in the spring of 1994.

About Jayhawk Sports Marketing

As the multi-media rights partner for the University of Kansas, Jayhawk Sports Marketing has teamed up with Kansas Athletics to conquer a single, unifying goal: Unparalleled Excellence. Jayhawk Sports Marketing offers business and corporations one-stop shopping for advertising and marketing needs associated with the Kansas Athletics program.

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 6,000 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 designs, manufactures, markets and services display systems for customers around the world, in sports, 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) 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.

The Daktronics logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=5476>

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The photo is also available via AP PhotoExpress.

CONTACT: Daktronics

MEDIA RELATIONS:

Mark Steinkamp, Marketing & Sales Support Mgr.

(605) 692-0200

mark.steinkamp@daktronics.com

INVESTOR RELATIONS:

Bill Retterath, Chief Financial Officer

(605) 692-0200

bill.retterath@daktronics.com

<p>Artist's rendering of the new Daktronics football scoreboard at Memorial Stadium at the University of Kansas. Installation of the large display is nearing completion.</p>

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