



Daktronics announces sale of SportsLink® mobile video systems business to Impact Video

June 2, 2005

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Brookings, S.D. - June 2, 2005 - Daktronics, Inc. (Nasdaq - DAKT) announced today that it has completed the sale of certain assets of its SportsLink® video rental services business to Impact Video, a leading large screen video rental and services company based in Burbank, Calif.

The transaction includes the sale of seven trailer-mounted ProStar® LED video screens with semi tractors, ProStar® LED video sections, and associated control system equipment.

"Impact Video serves the market with the latest technologies," said Jeffrey Isenberg, Vice President of Sales and Marketing for Impact Video. "We are excited about this multi-million dollar investment in Daktronics ProStar technologies and control systems. The mobile systems are a welcome addition to our inventory of LED screens, and will put us in excellent position to grow our business going forward."

"We are pleased to announce this agreement with Impact Video," said James Morgan, President and CEO of Daktronics, Inc. "This sale is part of our long term strategy to become a leader in providing mobile and modular systems for the events, rental and staging markets, an area which we feel offers significant growth opportunities. An added benefit is the continuing product and brand recognition Daktronics will receive as Impact Video showcases our systems at many high profile events throughout North America."

About Impact Video

Impact Video, with offices in Burbank, Calif., Las Vegas, and Montreal, is North America's premier provider of indoor/outdoor LED, video-wall and plasma display technology. Impact has over fourteen years of experience within the broadcast, corporate, entertainment, sports and special event markets. Their reputation for consistently delivering superior quality equipment and service has become well known throughout these industries.

About Daktronics, Inc.

Daktronics has large format electronic display equipment operating at thousands of sites around the world. The Company has installed more than 1,500 full-color ProStar® and ProAd® displays since the introduction of the technology in 1997. 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 and control systems. The Company excels in the control of large display systems, including those that require integration of complex multiple 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 worldwide web site at <http://www.daktronics.com>, email the Company at sales@daktronics.com, call toll-free 1-800-DAKTRONICS (800-325-8766) in the U.S., or write to the Company at 331 32nd Avenue, P.O. Box 5128, Brookings, SD 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 SEC 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.

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