



Daktronics announces additional baseball projects for upcoming season

February 25, 2005

Daktronics announces additional baseball projects for upcoming season

Brookings, S.D. - Feb. 25, 2005 - Daktronics, Inc. (Nasdaq - DAKT) announced five projects for Major League Baseball teams and facilities that will help increase game day excitement and provide additional statistics and information for their fans for the start of the 2005 season. The combined value of the projects totals more than \$4 million, with the majority booked during the Company's fiscal fourth quarter.

The Los Angeles Dodgers will add five displays to their existing Daktronics integrated system. One large ProAd display, measuring more than 1,100 feet long, will be added on the fascia inside Dodger Stadium. Four smaller full-color displays will be installed on field level.

The Pittsburgh Pirates will replace their existing non-Daktronics video screen with a new Daktronics ProStar display, operated with Venus controllers and V-Link video processors. The large new ProStar screen will measure approximately 24 feet high by 45 feet wide.

The Tampa Bay Devil Rays will add a large ProAd fascia display in the "Beach Area" behind left field at Tropicana Field in St. Petersburg, Fla. The display will measure approximately 6 feet high by 255 feet in length.

The San Diego Padres will add another Daktronics display inside Petco Park. A ProStar video display will be positioned in the outfield wall in right-center field to provide live video, instant replays and other information to fans with obstructed views of the primary video screen. The new video screen will measure approximately 9 feet high by 17 feet wide.

The Milwaukee Brewers will add two large ProStar displays outside Miller Park to promote games and provide other information. Each of the displays will measure approximately 12 feet high by 24 feet wide.

These projects are in addition to the super system projects previously announced for the Colorado Rockies and Toronto Blue Jays being installed for the start of the 2005 season, and the super system for the St. Louis Cardinals' new Busch Stadium opening in 2006. Daktronics is also manufacturing and installing baseball systems for numerous collegiate, minor league and spring training facilities this spring.

Daktronics has scoring and display equipment operating at hundreds of professional, collegiate and high school sports venues nationwide. 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.

-- END --

news release: 02769