



Daktronics renews sponsorship with NFHS

October 27, 2004

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Brookings, S.D. - October 27, 2004 - Daktronics, Inc., (Nasdaq -DAKT), a recognized leader in the design and manufacture of electronic scoreboards, timing systems, computer-programmable displays, large screen video displays, and sports statistics software, has renewed its licensing agreement with the National Federation of State High School Associations (NFHS).

With the exclusive three-year agreement, Daktronics will remain the official supplier of electronic scoreboards and message centers for the NFHS, as well as the exclusive statistics software manufacturer. Daktronics first became an official supplier of the NFHS in 1995.

"Daktronics is pleased to continue its partnership with the NFHS as the official supplier of electronic scoreboards and message centers and the exclusive sports statistics software manufacturer," said Gary Gramm, High School/Park and Rec Market Manager for Daktronics, Inc. "Daktronics is committed to providing quality products and service to high schools and their activities programs and this endorsement demonstrates that commitment."

According to Robert F. Kanaby, executive director of the NFHS, "The NFHS is pleased to be able to renew its licensing agreement with Daktronics. Daktronics manufactures quality electronic scoreboards, message centers and statistics software that we believe are very well suited for use in our nation's high schools. We look forward to this continuation of our partnership with Daktronics."

The NFHS is the national service and administrative organization for high school athletics and fine arts programs in speech, debate and music. Membership consists of state high school athletic/activity associations in 50 states, plus the District of Columbia.

Daktronics has strong leadership positions in, and is one of the world's largest suppliers of, electronic scoreboards, computer-programmable displays, and large screen video display 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, and celebrated its 35th year in business in 2003. 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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news release: 02727