



Premier Flooring Retailer Purchases Large Galaxy® Display

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Brookings, S.D. - July 8, 2004 - Daktronics, Inc. (Nasdaq - DAKT) of Brookings, S.D., recently sold an outdoor full-color 89 mm Galaxy® display to Georgia Carpet Industries, Dalton, Ga.

Mobility is a major characteristic of America's economy. More and more Americans are moving to unfamiliar areas to take advantage of employment opportunities. This means that up to 50% of customers on a freeway are not from the area and will pass a retailer only once. An effective sign can turn this passing stream of travelers into consumers. A larger sign placed along a heavily traveled highway has the potential to achieve 75-80% market coverage (The Signage Sourcebook).

Georgia Carpet Industries' location on a heavily traveled urban street near I-75, makes its recent purchase of a Daktronics Galaxy® display an excellent choice to capitalize on the steady flow of potential customers traveling by. The approximately 8' by 29' display's 32,768 color capabilities and text characters ranging from 23" to 84" high per line makes it the perfect technology for promoting products and services to people traveling at high speeds. The Galaxy® display's Venus® 1500 control software gives the operator the flexibility to control content in an instant and easily to create, schedule and display dynamic text and basic graphic content.

Georgia Carpet Industries will make good use of the flexibility of the Venus® control software because of the flooring retailer's huge inventory ranging from carpet and area rugs to hardwood, laminate and vinyl flooring. Georgia Carpet easily will be able to display available products and services, sales, and store events as well as alerting newcomers to the area of their location.

Daktronics has strong leadership positions in, and is one of the world's largest suppliers of computer-programmable displays, large screen video display and control systems, and electronic scoreboards. 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 business, transportation and sport applications, and celebrates 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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