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eBROOKINGS, S.D. – May 10, 2006 – The University of Texas has chosen Daktronics, Inc. (Nasdaq-DAKT) of Brookings, S.D., to design and build th largest high-definition video display in collegiate sports for Darrell K Royal-Texas Memorial Stadium. The multimillion dollar display and control system will be installed and operational for the 2006 season opener against North Texas on Sept. 2.

"The addition of this state-of-the-art video technology will provide our fans years of viewing enjoyment and enhance their game-day experience," said Texas Athletics Director DeLoss Dodds. "This is another phase of the total stadium renovation that will ensure Darrell K Royal – Texas Memorial Stadium remains one of the finest football venues anywhere."

"This project represents another step forward in technology as teams and facilities move toward high definition capability with their video screens," said James Morgan, President and CEO of Daktronics, Inc. "The University of Texas is the first collegiate facility that will have true high definition resolution on their scoreboard. They are on the cutting edge of high definition LED display technology."

Fans of the 2005 NCAA National Champion Longhorns will see incredible, high-resolution, crystal clear, live video and replays on a new ProStar® display with an active area approximately 55 feet high by 134 feet wide (Pure Pixel® resolution of 848 pixels by 2,064 pixels). The physical pixel resolution will exceed the 720p high-definition television standard. The end zone display will offer complete flexibility, with the capability to show one large single video image, multiple video images, and a combination of live or recorded video with real time scores and stats, out of town game information, sponsors' messages, graphics and animation. Overall dimensions of the end zone scoreboard, which includes a camera platform and an identification panel complete with giant longhorns, are approximately 81 feet high by 136 feet wide.

Included in the system design are five ProAd® full-color digital light emitting diode (LED) fascia displays. Three large displays, each measuring approximately 4 feet high by 150 feet wide, will be installed on the east, west and north sides of the stadium. Two smaller displays, approximately 4 feet high by 20 feet wide, will installed behind the north end zone.

Two additional ProAd® displays will be incorporated into the stadium in the northeast and southeast corners at the field level. Approximate dimensions are 5 feet high by 20 feet wide. Additional components of the integrated football system include delay of game clocks and locker room game clocks.

ProStar® VideoPlus technology, HD-ready and available only from Daktronics, uses the latest in red, green and blue (RGB) LED technology to present live and recorded video images, colorful animation and vivid graphics with incredible brightness and wide-angle visibility. The integrated system will be controlled with Daktronics proven Venus® 7000 and All Sport® controllers, along with V-Link® video processors.

In addition to the integrated video and scoring system, the University of Texas is working with Daktronics to design and build a new custom sound system for Darrell K Royal – Texas Memorial Stadium that will further enhance the game-day experience for Longhorns football fans.

About Darrell K Royal-Texas Memorial Stadium

Darrell K Royal-Texas Memorial Stadium is the home of the national champion Texas Longhorns. The facility, one of the most revered collegiate football stadiums, has provided fans with some of the greatest moments in college football. A three-year conversion of the facility into a state-of-the-art venue was completed in 1999. It was the centerpiece of The University's master plan for campus development heading into the new millennium. With the removal of the track and the lowering of the field by six feet to allow the addition of several rows of seats, the renovations were completed in August 1999. With the addition of the new rows of seats, the stadium seating capacity is now at 80,082. Including media, stadium workers and others, actual attendance could go as high as 85,000 — surpassing the record of 84,082 set at the 1999 Nebraska game. Additional construction to expand anc enhance the stadium will begin following the 2006 season. For more information visit www.texassports.com.

About Daktronics

Daktronics began manufacturing large-screen, full-color, LED video display in 1997. Since then, over 2,300 ProStar® and ProAd® full-color display have been sold and installed in sporting, entertainment 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 has strong leadership positions in, and is one of the world's largest suppliers of, electronic scoreboards, computer-programmable displays, and large screen video displays and control systems. The company excels in the control of large display systems, including those that require integration of multiple complex 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 World Wide Web site at: http://www.daktronics.com, e-mail the company at sales@daktronics.com, call (605) 697-4300 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.

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