



Marlins Choose Daktronics for Integrated Super System at New Ballpark

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BROOKINGS, S.D., May 18, 2010 (GLOBE NEWSWIRE) -- Daktronics Inc. (Nasdaq:DAKT) announced today that it will provide a custom-designed, integrated scoring and video system for the New Marlins Ballpark opening in the spring of 2012. The multi-million dollar contract with Hunt/Moss, A Joint Venture includes a unique high definition video display, multiple digital ribbon boards, pitchers display, out-of-town game display, ticket window displays, digital clocks and control system. Installation of the first of many displays is scheduled to begin during the fall of 2011.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=7483>

"Daktronics is known throughout the industry as the leader in providing these types of integrated systems that include multiple displays showing a wide variety of content," said Claude Delorme, Executive Vice President of the Florida Marlins. "With their broad product line, control system with superior data integration capabilities, and their experience working new construction projects, Daktronics was clearly the best choice. I know Marlins fans will absolutely love the new ballpark. The digital display technology will be a huge part of the game day presentation."

"Daktronics not only understands the needs of the end user, but also the importance of the design of the system's components to make the installation go smoothly... getting done on time, safely and within budget," said Pat Delano, Construction Manager with Hunt/Moss. "Daktronics' experience and expertise in sports venues brings the added value required to meet the owner's expectations."

The super system's high definition video display, one of the ballpark's signature features, will measure approximately 101 feet wide (top of display) and 51 feet tall. Daktronics popular HD-X LED video technology will populate the uniquely shaped board.

Daktronics patented ProRail® cabinet design will be used with the digital ribbon boards on the fascia, providing improved sight lines and reduced construction costs. A total of six digital ribbon boards will be incorporated in the seating bowl and at the ballpark's entry gates, the longest more than 950 feet that will stretch from the right field line to left field line on the club level fascia.

Two additional displays will be positioned within the left field wall, the largest of which will measure nearly 100 feet wide and will be used primarily to display stats and scores from out-of-town games in real time. Two pitcher boards will keep fans in the know regarding each pitcher's performance. Other full-color displays will be positioned behind left and right field, and another near the main ramp. Additional components include numerous ticket window displays, backlit signage, and scrolling signage.

"Daktronics is pleased to make this important announcement," said Kyle Adams, Regional Sales Manager for the Company. "The Marlins' integrated system will be one of the most capable in all of the world. Our engineering, manufacturing, project management and support teams are up to the challenge of creating and supporting this super system for years to come."

Included as part of the New Marlins Ballpark project will be Daktronics video image processing technologies and the new Show Control system. The company's video processing system is touted by experts as the best in the industry, processing and scaling live and recorded video signal to vivid digital imagery on large displays. The Show Control system is the one of the latest developments from Daktronics, providing a power combination of control software, data integration, and playback hardware that forms a comprehensive production solution. For more on Show Control, visit www.daktronics.com/show.

As part of the contract, Keyframe®, the creative services division of Daktronics, will be creating a large amount of graphical and animated content to run on the displays during the 2012 baseball season. Content will include logos for the Marlins and their sponsors, numerous crowd prompts, noise meters, headshot templates, starting lineups and specific content for the various information displays.

About the New Marlins Ballpark

The future home of the Marlins will be a first-class baseball stadium that will be owned by Miami-Dade County. It will be constructed on approximately 17 acres of the historic 42-acre Orange Bowl site in the Little Havana section of Miami. The ballpark will have a retractable roof, a natural grass playing field, and will be able to accommodate 37,000 spectators throughout, including those in approximately 3,000 club seats and 50 private suites. For more information visit:

http://florida.marlin.mlb.com/fla/ballpark/new_ballpark.jsp.

About Daktronics

Daktronics is recognized as the world's leading provider of full-color LED video displays. Daktronics began manufacturing large screen, full-color, LED video displays in 1997. Since then, over 6,300 large screen LED displays have been sold and installed in sporting 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 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) 692-0200 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.

The Daktronics logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=5476>

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The photo is also available via AP PhotoExpress

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<p>This artist's rendering illustrates the design of the main scoreboard that will be positioned in center field when the Marlins open the 2012 MLB season in their new ballpark, designed by Populous and built by Hunt/Moss, A Joint Venture.

 The Daktronics integrated super system will include 11 large format, full-color LED displays and 36 smaller ticket window displays and clocks.</p>

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