

Block 37 and Daktronics Video Displays Unite for Powerful Visual Advertising Impact

New LED Video Screens Position Block 37 as Chicago's Newest, Vibrant Shopping Destination

BROOKINGS, S.D., April 12, 2010 (GLOBE NEWSWIRE) -- Chicago's Block 37 recently contracted and purchased four LED video displays from Daktronics, Inc. (Nasdaq:DAKT), the world's leading manufacturer of LED displays. Bordered by State, Randolph, Dearborn and Washington Streets, Block 37 features a world-class collection of shopping, dining and entertainment unlike anywhere else in Chicago.

The new Daktronics-manufactured LED video displays are situated in the five-story atrium located inside Center Court of Block 37. The four displays are hung above each of the floor levels in a stacked arrangement, adding to the dramatic visual impact of Block 37's Center Court. Each board measures approximately 4 feet high by 25 feet wide and advertises moving videos promoting Block 37 retailers and area attractions.

"The boards are an advertising medium that distinguishes the shopping center from our competition," said Jeanne Jordan DeFrank, marketing manager for Block 37. "They allow our retailers an effective means of capturing shoppers' and commuters' attention while in the center, thus raising the potential for incremental sales."

Block 37 is creating a symbiotic relationship with neighbors, such as Broadway in Chicago, by running footage of their latest plays on the displays. In addition, calming footage of Lincoln Park Zoo animals and sea creatures from the Shedd Aquarium also intertwine among advertising for the center and Block 37's retailers, providing a proper balance for shoppers.

"The displays highlight our merchants who are currently open, announce retail concepts that are coming soon, and position Block 37 as a new, vibrant, social and energetic gathering place, which is consistent with our branding efforts," said DeFrank.

Based on Block 37's traffic counters strategically positioned at the entrances, DeFrank estimates approximately 20,000 people enter the shopping center on a daily basis, and as retailers continue to open, that number is forecasted to increase.

"The LED boards, like the shopping center itself, are evolving," said DeFrank. "In the future, we may look to outside advertisers, featuring brands that our retailers sell, as a potential source of revenue for the center."

For shopping centers like Block 37, signage is often the first component that meets the consumer's eye. Daktronics LED video technology helps enhance shopping center themes and provides incredible ambiance that keeps shoppers returning. By pushing the boundaries of LED technology, Daktronics video displays wrap structures of any shape and size, add dimension and dynamics to flat surfaces, and turn the normal, everyday advertising screen into impacting, motion-driven signage.

About Daktronics

Daktronics has strong leadership positions in, and is the world's largest supplier of, computer-programmable displays, large screen video displays, digital billboards, and electronic scoreboards 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: www.daktronics.com/shopping or e-mail the company at commercial@daktronics.com, call (605) 692-0200 ext. 56219 or toll-free (800) 325-8766 in the United States or write to the company at 201 Daktronics Drive PO Box 5128 Brookings, S.D. 57006-5128.

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

About Block 37

Located in the heart of the Loop, Block 37 represents Chicago's newest shopping landmark located beside such prominent and well-known icons as Macy's department store, Daley Plaza, the Theater District, Art Institute, and Millennium Park. What better place amongst Chicago's best, to assemble unparalleled shopping, vibrant nightlife, signature dining, entertainment, and cultural events. Discover the City's extensive Pedway system and the CTA Red and Blue rail lines directly accessed from the

Pedway level, the five-story, sun-bathed atrium, the CBS Channel 2 Studios, plus a future Hotel and hundreds of residential accommodations above it all. For more information, please visit www.block37.com

CONTACT: Daktronics, Inc.

MEDIA RELATIONS:

Julia Angerhofer, Daktronics Commercial Marketing

(605) 692-0200 ext. 56779

Julia.Angerhofer@daktronics.com

(C) Copyright 2010 GlobeNewswire, Inc. All rights reserved.