

## SLS Las Vegas to Shine With Daktronics High Definition LED Content Technology

### Las Vegas' Newest Resort-Casino Eyes to Transform and Re-Energize the North End of The Strip

BROOKINGS, S.D., Dec. 3, 2013 (GLOBE NEWSWIRE) -- [Daktronics Inc.](#) (Nasdaq:DAKT) of Brookings, S.D., was recently selected by [sbe](#), in partnership with [KT Corporation](#), to provide approximately \$5 million of dynamic indoor and outdoor LED video for the new [SLS Las Vegas](#).

Located along the North Las Vegas strip and formerly the historic Sahara Hotel and Casino, SLS Las Vegas will become the city's newest all-encompassing, mixed-use resort-casino when it opens in the fall of 2014.

The hotel-casino is currently being renovated by sbe with a design aesthetic reminiscent of it's award-winning predecessors, SLS Hotel Beverly Hills and SLS Hotel South Brach, and its acclaimed food and beverage brands The Bazaar, Katsuya, Umami Burger and The Sayers Club to name just a few.

The first installment of the LED content equipment, a dynamic outdoor video marquee, is set for early 2014, with the full system consisting of both interior and exterior LED video to be completed during the summer.

"Daktronics is honored and privileged to partner with KT & sbe to bring a variety of dynamic digital experiences to the SLS Las Vegas," said Steve Bayer, special projects director for Daktronics. "Their iconic Shot Bar display is unlike anything in Las Vegas and the multiple displays in Life nightclub will enhance the high-energy environment. The soon to be installed 10,000 square foot marquee display will be a beacon on the north end of The Strip."

When finished, the more than 1,600 room SLS Las Vegas will feature nearly a dozen restaurants, a 60,000 square foot casino floor, 10,000 square feet of Fred Segal retail space, and several high-energy nightlife amenities.

Daktronics video technology helps enhance gaming facilities themes and provides incredible ambiance that keeps guests returning. Once fully installed, the new video package will wrap structures inside the SLS Las Vegas and help inform and entertain guests. Discover more information about Daktronics video solutions for hotel and gaming facilities at: [www.daktronics.com/gaming](http://www.daktronics.com/gaming).

#### ABOUT SLS HOTELS

SLS Las Vegas is an all-encompassing, mixed-use resort and casino with more than 1,600 guest rooms and suites, 30,000 square feet of flexible meeting space, and a collection of sbe's acclaimed restaurant and nightlife brands. When it opens in 2014, SLS Las Vegas will provide an approachable experience that will feature The Bazaar by José Andrés, Katsuya by Starck, multiple unparalleled nightlife offerings, retail by Fred Segal and additional brands currently in development. If you would like us to keep you up to date as to what is happening at SLS Las Vegas, click on "Sign Up" and provide us with your contact information.

#### 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](http://www.daktronics.com) or e-mail the company at [commercial@daktronics.com](mailto: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.

#### SAFE HARBOR STATEMENT

Cautionary Notice: In addition to statements of historical fact, this news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and is intended to enjoy the protection of that Act. These forward-looking statements reflect the Company's expectations or beliefs concerning future events. The Company cautions that

these and similar statements involve risk and uncertainties which could cause actual results to differ materially from our expectations, including, but not limited to, changes in economic and market conditions, management of growth, timing and magnitude of future contracts, fluctuations in margins, the introduction of new products and technology, the impact of adverse weather conditions and other risks noted in the Company's SEC filings, including its Annual Report on Form 10-K for its 2013 fiscal year. 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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