

## Daktronics, Inc. to Release First Quarter Fiscal 2012 Financial Results

BROOKINGS, S.D. – August 08, 2011 – Daktronics, Inc. (Nasdaq-DAKT), announced today it will release its first quarter fiscal 2012 financial results on Tuesday, August 23, 2011 before the market opens. The Company will host a conference call and webcast for all interested parties at 10:00 AM CT that day.

James B. Morgan, DAKT's chief executive officer and William R. Retterath, DAKT's chief financial officer, will host the conference call, which will contain forward-looking statements and other material information.

The conference call may be accessed by a dial-in number or via the Internet as follows:

Tuesday, August 23, 2011 at 10:00 AM CT

Dial-in number: 408-427-3854

Webcast: <http://www.daktronics.com>

### About Daktronics

Daktronics has strong leadership positions in, and is one of the world's largest suppliers of electronic scoreboards, computer-programmable displays, large screen video displays and control systems. 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 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 [investor@daktronics.com](mailto:investor@daktronics.com), call (605)692-0200 or toll-free (800)843-5843 in the U.S., or write to the Company at 201 Daktronics Drive, PO Box 5128 Brookings, S.D. 57006-5128.

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 are 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 expectation, including, but not limited to, changes in economic and market conditions, management of growth, timing and magnitude of future contracts, parts shortages and longer lead times, fluctuations in margins, the introduction of new products and technology, and other risks noted in the company's SEC filings, including its Annual Report on Form 10-K for its 2011 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.

### For more information contact:

INVESTOR RELATIONS:

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