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## Daktronics Providing New Display System for Raymond James Stadium

### LED video upgrades to enhance fan game-day experience

BROOKINGS, S.D., June 16, 2016 (GLOBE NEWSWIRE) -- The Tampa Bay Buccaneers have continued a partnership with [Daktronics](#) (NASDAQ:DAKT) of Brookings, South Dakota, that dates back to their previous video display installation in 1998. In 2016, Raymond James Stadium in Tampa, Florida, will feature one of the newest LED video display systems in professional football designed and manufactured by Daktronics. The installation of 14 displays totaling more than 39,000 square feet of LED space and more than 23 million LEDs will take place this summer.

A photo accompanying this announcement is available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/bf39cf79-1440-4603-84a4-057397954949>

"We're looking forward to once again providing Raymond James Stadium with the latest in LED technology to create an entertainment destination for the Buccaneers and their fans," said Daktronics CEO Reece Kurtenbach. "Continuing a partnership that dates back to 1998 speaks to our company's longevity and commitment to providing our customers with high-quality, long-lasting video products. We're excited to see these upgrades create a great home field atmosphere for the Bucs when football returns this fall."

Two new main video displays, one towering over each end zone, will measure 60 feet high by 160 feet wide for 9,600 square feet each. Four tower displays will also be installed, one in each corner of the stadium, will measure approximately 61 feet high by 43 feet wide for 2,304 square feet each. The total display area of 28,416 square feet is third largest in professional football.

These displays' excellent image clarity and contrast, sun-cutting brightness, and industry-leading environmental protection will keep them operating as expected in the harsh coastal elements. They are capable of variable content zoning which allows them each to show one large image or to show multiple windows with any variety of live video, instant replays, up-to-the-minute statistics, game information, graphics, animations and sponsorship messages.

Buccaneers Chief Operating Officer Brian Ford added: "Daktronics is the industry leader in stadium scoreboard technology and these new video displays will completely change the game-day experience for all fans at Raymond James Stadium. With over 39,000 square feet of LED display space and state-of-the-art video capabilities, we will greatly enhance the stadium viewing experience and bring our fans closer to the action on the field than ever before."

This installation also features four additional scoreboard displays — two above each main display — measuring approximately 7 feet high by 45 feet wide. Two ribbon displays, one on each sideline's seating fascia, will each measure 6 feet high by 680 feet long. All six displays feature 15HD pixel layouts and provide the ability to supplement content on the main displays as well as highlight sponsors throughout events.

Additionally, two delay of game displays each measuring 7 feet high by 8 feet wide and featuring 15HD pixel layouts will be installed at the stadium to complete the integrated video and scoring super system.

The Buccaneers have also selected Daktronics Creative Services to produce and deliver digital content for the new video displays. Creative Services is Daktronics' award-winning in-house creative team that bring life to video displays with a mixture of animations, video highlights, team headshots, intro videos, game prompts and sponsorship messages.

Daktronics LED video and messaging display technology offers a long lifetime with consistent, industry-leading performance and low power consumption, providing value and excitement for years to come.

#### About Daktronics

[Daktronics](#) helps its customers to impact their audiences throughout the world with large-format LED video displays, message displays, scoreboards, digital billboards and control systems in sport, business and transportation applications. Founded in 1968 as a USA-based manufacturing company, Daktronics has grown into the world leader in audio-visual systems and implementation with offices around the globe. Discover more at [www.daktronics.com](http://www.daktronics.com).

## **About Tampa Bay Buccaneers**

The Tampa Bay Buccaneers are entering their 41<sup>st</sup> year as members of the National Football League and compete in the National Football Conference's South Division. They were purchased by the late Malcolm Glazer in 1995 and are currently owned by the Glazer Family. Established in 1976, the Buccaneers have totaled six division championships, one conference championship and one Super Bowl Championship. The Buccaneers are also very active in the community, with the Glazer Family Foundation and Bucs Care dedicated to making a difference in the Tampa Bay area through programming that will inspire, equip and celebrate the "Champion" in each of us, highlighted by the Glazer Children's Museum, opened in downtown Tampa in 2010. For more information, visit [www.buccaneers.com](http://www.buccaneers.com).

## **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 2015 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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