

## Kansas City Chiefs Contract with Industry-Leading Daktronics for High Definition Video Displays

### Arrowhead Stadium Third NFL Facility to Surround Fans with Digital Ribbon Board Technology

BROOKINGS, S.D. – Oct. 21, 2008 – The Kansas City Chiefs have chosen to partner with Daktronics Inc (Nasdaq-DAKT) of Brookings, S.D., to design, manufacture and install a multimillion dollar integrated system featuring two large high definition video displays at Arrowhead Stadium in Kansas City, Mo. The project is scheduled to be completed in time for the start of the 2009 NFL season.

“The Kansas City Chiefs organization is excited to partner with Daktronics to bring this state-of-the-art high definition technology to Arrowhead Stadium,” said Bill Newman, Senior Vice President of Administration, Kansas City Chiefs. “This new technology, in addition to the other enhancements currently underway at Arrowhead, will ensure that the stadium remains one of the finest facilities in the NFL.”

Daktronics will retrofit the existing, unique football-shaped displays in both end zones of Arrowhead Stadium with Daktronics HD-X LED (light emitting diode) video technology. This technology and its control system allow for complete flexibility in programming. The video boards can operate as single giant displays or be divided into multiple zones (windows) to show a wide variety of statistics, information, graphics, animation and live and recorded video.

Approximately 1,625 feet of Daktronics ProAd® digital ribbon board technology will energize fans with in-game information, out-of-town scores, advertisements and crowd prompts that create an interactive experience, immersing fans into the game. The display, configured in a 360 degree installation, will also open up creative opportunities for advertisers to get their messages across through motion graphics and other animation opportunities.

The seamless display of scoring, timing, statistics, out-of-town game scores, public service messages, in-game promotions, graphics, animation, video replays and live video, delivered through a truly integrated system, provides fans with a more entertaining game-day experience.

“Daktronics appreciates the opportunity to bring high definition video technology to the Kansas City Chiefs organization and Arrowhead Stadium,” said Tony Mulder, Daktronics Regional Sales Manager. “This new technology allows for endless opportunities on game-day and will provide the best experience for Chiefs fans, well known for their loyalty and enthusiasm.”

Daktronics continues to be the leading LED video display provider to the teams in the NFL with equipment used at six straight Super Bowls. Lucas Oil Stadium, the new home of the Indianapolis Colts, debuted with HD-X video displays and 360 degrees of ribbon display technology from Daktronics. The New Meadowlands Stadium, scheduled to open in 2010, will also feature 40,000 square feet of LED display technology from Daktronics including four high definition video displays.

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**About The New Arrowhead Stadium**

From your approach to the stadium as you leave your tailgate, to the engineering and fan-friendly design and services that give you what you want without sacrificing any of the beloved old stadium's best features, The New Arrowhead is the result of extensive fan research, the creativity of internationally recognized architects, HOK Sport, and the passion of the Kansas City Chiefs organization to make your visits as memorable as they can be.

Opening in 1972 as one of the first truly modern football venues and now undergoing its first major renovation in 40 years, The New Arrowhead is a state-of-the-art sports and entertainment destination that will serve as the setting for future generations of shared experience and celebrations of America's favorite sport.

**About Daktronics**

Daktronics, celebrating its 40th year of business in 2008, 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 5,000 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 has strong leadership positions in, and is the world's largest supplier of, large screen video displays, electronic scoreboards, computer-programmable displays, digital billboards, 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: <http://www.daktronics.com>, e-mail the company at [sales@daktronics.com](mailto:sales@daktronics.com), call (605) 697-4300 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.

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