

Daktronics Completes its LED Video Messaging Display Product Line

Patent-Pending Features Set a New Level for the Industry

BROOKINGS, S.D. – June 3, 2009— In response to market demand, Daktronics (NASDAQ-DAKT) introduced a new video messaging product last year, the GalaxyPro® Revolution™ line, capable of displaying photo-quality graphic images and pre-created video clips. The recent addition of a 16 mm model completes the line, allowing sign companies to offer customers a display for any application.

Daktronics engineers developed patent-pending features that enable this LED display product line to produce compelling graphic images that help drive sales. GalaxyPro Revolution displays interest retailers and houses of worship desiring sharp, crisp graphics.

The new 16 mm display that joins the 12EV, 20 mm, and 23 mm, provides extremely high-quality graphic images even when the display itself is a smaller size. The video messaging product line also features:

- 4.4 trillion-color capability permits detailed, nuanced images.
- Wide viewing angles allow passersby to view display content longer.
- High contrast from the louvers and module coating cause colors to appear richer.
- These displays consume less power than any others in the LED display industry.
- The pricing attracts those in the market for a video display.

Visit www.daktronics.com/galaxypro for project photos and more information on the LED display's remarkable capabilities.

About Daktronics

Daktronics, celebrating its 40th year of business in 2008, is recognized as the world's leading provider of full-color LED video and messaging displays. Daktronics began manufacturing LED video displays in 1997. Since then, nearly 5,000 full-color large screen LED displays have been sold and installed in commercial and sporting facilities around the world. Since 2001, independent market research conducted by iSuppli Corp. lists Daktronics as the world's leading provider of LED video displays. Daktronics designs, manufactures, markets and services display systems and digital billboards for customers around the world, in business, transportation, and sport applications. For more information, visit the company's World Wide Web site at: <http://www.daktronics.com>, e-mail the company at commercial@daktronics.com, call (605) 692-0200, ext. 56219, or toll-free (888) 325-7446 in the United States or write to the company at 201 Daktronics Drive, PO Box 5128 Brookings, S.D. 57006-5128.

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