

## Photo Release -- Daktronics Expands Business and Presence in Australia

SYDNEY, Australia, April 1, 2012 (GLOBE NEWSWIRE) -- Daktronics (Nasdaq:DAKT), a worldwide leader in the design and manufacture of LED video and messaging displays, digital billboards and electronic scoreboards, recently expanded its global presence with the opening of a sales and service office in Sydney, Australia.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=12237>

"Australia is a fast growing market for the products and services Daktronics offers," said Blair Robertson, manager of the operations in Australia. "Daktronics has maintained a presence in Australia since providing many of the scoreboards and displays for the Sydney 2000 Games. In the past year, we've seen a nice increase in both the large sports venue and digital advertising opportunities. With noteworthy projects such as Metricon Stadium, Skoda Stadium, Canberra Stadium, the Australian Turf Club (ATC) Rosehill Gardens Racecourse; and high profile digital media networks for Westfield shopping centers and Eye Corp, Daktronics has become a leading display system supplier with enhanced service capability and delivery."

The most recent large sports system order is for ATC Rosehill Gardens Racecourse in Rosehill, New South Wales. This leading racing venue has purchased and installed Daktronics' popular 15HD LED video technology in a true high definition configuration measuring approximately 11 meters high by 40 meters wide (see photo). This display has a resolution of 720 lines of pixels and provides incredible image quality with superior viewing angles.

The Daktronics office and its staff have the capability to serve customers throughout Australia with on-site technical support complemented by an extended network of authorized service companies within the country, as well as Daktronics corporate support. The new office includes an inventory of spare parts and a repair center to quickly respond to customer needs. The office can be reached by phone at +61 (2) 9417 3812.

### About Daktronics

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 +1-605-692-0200.

The Daktronics logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=5476>

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Daktronics recently installed this large high definition LED video board at Rosehill Gardens Racecourse. It's one of many large displays the company has provided for sports and commercial venues throughout Australia.