

Photo Release -- London's Wembley Stadium Upgrades With Daktronics Integrated LED Video Display System

BROOKINGS, S.D., May 24, 2013 (GLOBE NEWSWIRE) -- England's National Stadium, Wembley Stadium in London, received a new integrated LED video display system designed, manufactured and installed by Daktronics (Nasdaq:DAKT) of Brookings, S.D. This system includes two main video displays with a unique curved aspect and a ribbon display that circles the entire interior of the stadium along the seating area.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=18929>

"At Wembley Stadium we pride ourselves on providing fans and event owners with the best possible event-day experience," said Roger Maslin, Managing Director, Wembley National Stadium Limited. "As a stadium we strive to be the most technologically advanced and at the cutting edge of new innovation. With the exciting addition of the 360 ribbon and two main LED video displays in the stadium bowl, we can bring fans even closer to the action."

The two main LED video displays each measure 8.15 meters high (26.5 feet) by 23.88 meters wide (78 feet) and each feature 15HD pixel layouts with a resolution of 528 pixels high by 1560 pixels wide. The displays are capable of showing one large image for live video and replays, or they can be sectioned into smaller windows to highlight a variety of graphics, animations, up-to-the-minute statistics, scoring information and sponsor advertisements.

The video display technology incorporates excellent image clarity and contrast, multiple levels of protection from the outdoor elements, and an innovative concaved cabinet design and ventilation system.

The ribbon display features 20 millimeter line spacing and measure 0.75 meters high (2.5 feet) by 612 meters (2,008 feet) in circumference with a resolution of 36 pixels high by 30,114 pixels wide. It provides the opportunity for stadium communication and to showcase sponsors throughout events.

"Daktronics is extremely proud to have been selected to partner with such an iconic brand and stadium," said Ewan Prentice, Daktronics sales representative. "Wembley Stadium and The Football Association are one of only a handful of globally renowned organizations and to be a part of it is a great success for all at Daktronics."

Daktronics LED video and messaging display technology offers a long lifetime with minimal maintenance and low power consumption, providing value and excitement for years to come.

About Wembley Stadium

Wembley Stadium opened in 2007 and was built on the site of the previous 1923 Wembley Stadium. It is a UEFA category four stadium. The 90,000-capacity venue (105,000 combined seating and standing) is the second largest stadium in Europe, and serves as England's national stadium. It is the sole home venue of the England national football team and hosts the latter stages of the top level domestic club cup competition, the FA Cup. It is owned by English football's governing body, The Football Association (The FA), through their subsidiary Wembley National Stadium Ltd (WNSL).

A signature feature of the stadium, following on from the old Wembley's distinctive Twin Towers, is the 134-meter-high (440 feet) Wembley Arch. With a span of 317 meters (1,040 feet), this steel arch is the longest single-span roof structure in the world.

About Daktronics

Daktronics 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, thousands of large screen video displays have been sold and installed 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, call (605) 692-0200 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.

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 2012 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.

CONTACT: For more information contact:

MEDIA RELATIONS:

Justin Ochsner

Marketing

tel (605) 692-0200

email justin.ochsner@daktronics.com