



NEWS RELEASE

Fliphound Brings Online Buying of Outdoor Advertising to Daktronics Digital Billboards

Fliphound Enables Programmatic Buying for Digital Billboard Owners; Provides Higher Occupancy, Day Parting, Real-Time Buying

WICHITA, Kan., May 7, 2015 (GLOBE NEWSWIRE) -- Fliphound, pioneers of real-time online buying for outdoor digital billboards, announced that Fliphound's online buying and selling platform can now be accessed directly through Daktronics (Nasdaq:DAKT) Visiconn® Display Management Solution to provide seamless and automatic configuration of Fliphound for Daktronics display owners.

With today's announcement, digital billboard owners using the Daktronics Visiconn dashboard can now activate Fliphound to sell their digital inventory online.

"By working with digital billboard market leaders like Daktronics, we can grow the outdoor digital market by helping operators tap into digital advertisers and online buyers to access the \$54 billion digital online advertising market.* Millions of small and medium-sized businesses want to buy digital billboards the same way they buy internet and social media ads," said Douglas M. Robertson, Chief Executive Officer and Co-Founder of Fliphound. "Our platform demonstrates how we are working to bring solutions to operators, and Fliphound has a proven track record of attracting new, local advertisers to out of home advertising. Eighty-nine percent of Fliphound customers are local advertisers and more than 85% of the 500+ Fliphound advertisers are new to outdoor advertising."

"Over the past several months, the interest in Fliphound's service from our customers has been increasing," said Collin Huber, Daktronics OOH Sales Manager. "We have integrated Fliphound into our Visiconn management software to facilitate easier use of the buying and bidding platform offered by Fliphound."

Daktronics, headquartered in Brookings, South Dakota, is the largest manufacturer of outdoor digital displays. Since its foundation in 1968, the company continues to experience tremendous growth as traditional billboards are being replaced with the more versatile digital displays and as outdoor screens in stadiums are being upgraded to high-definition.

Fliphound is continually advancing its platform with new feature enhancements and distribution partnerships to bring the ease of online bidding to more of the outdoor digital advertising space. In late 2014, the company released Day Parting functionality that allows advertisers to show their ads during different drive times and in January of 2015, Fliphound released its mobile app for iOS and Android smartphones and tablets, which enables advertisers to manage their content, adjust bids and start or stop their campaigns from the convenience of their mobile devices. The flexibility to start and stop ads with the push of a button has been hailed as a favorite feature by 81 percent of Fliphound users.

About Daktronics

Daktronics helps its customers impact 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.

About Fliphound

Fliphound is a trusted online marketplace for purchasing digital billboard advertising. Fliphound allows marketing and social media professionals to leverage digital outdoor space as part of their online advertising programs. You can open a Fliphound account for free and begin advertising in real time. Fliphound's mission is to connect advertisers to digital billboards, at any price point, to make buyers and sellers lives better and simpler. Whether you are an advertiser using Fliphound to purchase advertising or you use the platform to sell your billboards, it is all about changing the way business is done - one flip at a time. Fliphound is a privately held company and is headquartered in Wichita, KS. Visit us at www.fliphound.com

For more information on how Fliphound works see: www.youtube.com/watch?v=iXnB0iVOXOA

*Sources: eMarketer, Inc. 2015E

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