

FOR IMMEDIATE RELEASE FROM DAKTRONICS INC.



Garden State Outdoor Contracts with Daktronics to Install Their First Digital LED Billboard at Atlantic City Entrance

BROOKINGS, S.D. – Dec 14, 2010 –Travelers along the Atlantic City Expressway, at the intersection of Fairmount Ave in Atlantic City, N.J., have likely noticed a new, “high-resolution” addition to their outdoor surroundings.

Daktronics Inc. (NASDAQ-DAKT) of Brookings, S.D., recently contracted with Garden State Outdoor to install a high-contrast digital billboard at the end of the Atlantic City Expressway. Well suited for its prime-time location, the new 12 mm LED billboard advertises exclusively for Harrah’s Entertainment, Inc. Casino and Hotel locations in Atlantic City, and measures approximately 16 feet by 60 feet.

“Everyone at Daktronics we worked with from sales, accounting, creative, Visiconnsm display management training, and our project manager were professional and couldn’t have been more attentive to our needs. The installation team was terrific, too,” said Erin Rossi of Garden State Outdoor. “This being the first digital billboard Garden State Outdoor has purchased, we couldn’t have been happier with how everything has turned out.”

Rossi and a Garden State Outdoor principal, Adam Burkett, viewed Daktronics’ 12 mm video boards at the New Meadowlands Football Stadium in New Jersey and were “blown away.” That experience, combined with the relationship they developed with the Daktronics’ sales representative and how superior the Daktronics’ product looked compared to the competition’s digital billboard, led them to choose Daktronics.

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The billboard site was previously contracted by Harrah's Entertainment in Atlantic City. The casino entertainment provider had been using the board to promote various activities at all of its four locations in Atlantic City – Harrah's Resort, Bally's, Caesars Atlantic City and Showboat. Shortly after contracting the static billboard, Garden State Outdoor began initial discussions with Harrah's about a digital conversion. After the retrofit, the digital billboard provides rotating spots that promote Harrah's four properties in a more dynamic and diverse way.

Garden State Outdoor and its affiliated companies specialize in exclusive locations along the Atlantic City Expressway and the Greater Philadelphia Metropolitan Area.

Daktronics' wide range of billboard services provides outdoor operators the essential tools to take advantage of digital outdoor. From content management, creative services, complete system monitoring, technical services, installation management, to regulatory assistance and maintenance, Daktronics services can fit each unique outdoor operator's business model. The company's Internet-based billboard management solution makes outdoor advertising easy by providing the necessary components to sell and manage digital billboard inventory.

Daktronics has built and installed more than 115,000 displays including its first digital billboard in 2001. Almost a decade and more than 1,300 digital billboards later, the company still works to reduce the cost-of-ownership for its customers.

More information about Daktronics digital billboards can be found at: www.daktronics.com/billboard.

About Daktronics

Daktronics is the world's largest supplier of large-format LED display systems, including digital LED billboards, large-screen video displays and control systems for sports and commercial venues. Daktronics has built and installed 115,000 displays in more than 100 countries, and offers more than 40 years of dynamic display experience. Daktronics installed its first digital billboard in 2001. For more information about digital billboards, visit: <http://www.daktronics.com/billboard>, e-mail the company at outdoor@daktronics.com, or call toll-free at (800) 325-8766.

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