

Daktronics Chief Financial Officer to present at the New York Display Industry & Emerging Technologies Investment Conference

BROOKINGS, S.D. – February 28, 2007 - Daktronics Inc. (Nasdaq-DAKT) today announced that Bill Retterath, chief financial officer, will present at the 2007 Display Industry and Emerging Technologies Investment Conference sponsored by U.S. Display Consortium and Needham & Company in New York, NY on Wednesday, March 1, 2007 at 1:30 pm Eastern.

The presentation will be webcast live as follows:

Wednesday, March 1, 2007 at 1:30 pm Eastern
Webcast: <http://www.wsw.com/webcast/usdc6/dakt/>

The webcast will be archived approximately three hours after the event.

About Daktronics

Daktronics has strong leadership positions in, and is one of the world's largest suppliers of electronic scoreboards, computer-programmable displays, large screen video displays and control systems. The Company excels in the control of large display systems, including those that require integration of complex multiple 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 investor@daktronics.com, call (605)697-4000 or toll-free (800)843-5843 in the U.S., 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 reflecting the Company's expectations or beliefs concerning future events, which could materially affect company performance in the future. The Company cautions that these and similar statements involve risk and uncertainties including changes in economic and market conditions, management of growth, timing and magnitude of future contracts, and other risks noted in the company's SEC filings which may cause actual results to differ materially. 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.

For more information contact:

INVESTOR RELATIONS:
Bill Retterath
Chief Financial Officer
Tel (605) 697-4000

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