

FOR IMMEDIATE RELEASE FROM DAKTRONICS INC.

University of Missouri to Upgrade Sports Facilities with Daktronics Video and Scoring Displays



BROOKINGS, S.D. – May 4, 2009 – Daktronics Inc (Nasdaq-DAKT) of Brookings, S.D., announced today that the University of Missouri has chosen the company to design, manufacture and install integrated scoring and video display systems at various athletic venues on their Columbia, Mo., campus. The multi-million dollar upgrades, designed to greatly enhance the game-day experience, are scheduled to be complete in time for the upcoming sports seasons. Project development and design was achieved through a partnership between University of Missouri – Campus Facilities and leading sports technology consulting firm Wrightson, Johnson, Haddon & Williams, Inc. Financing for the project was possible from long-time University of Missouri partner - Mizzou Sports Properties - a property of Learfield Sports.

"We're very pleased to be working with such a prestigious company as Daktronics for these projects, they're certainly among the very best at what they do," said Director of Athletics Mike Alden. "We look forward to these projects complementing our outstanding facilities and being great additions to the game-day experiences for our fans."

Tiger fans and athletes will be welcomed by a monumental new video display and custom scoreboard at Memorial Stadium/Faurot Field. Daktronics HD-X technology and its control system allow for complete flexibility in programming. Mizzou's new video board, to measure approximately 30 feet high x 80 feet wide, will be able to serve as a single giant display or be divided into multiple zones (windows) to show a wide variety of statistics, information, graphics, animation and live and recorded video. Additional light emitting diode (LED) displays will be installed throughout the stadium, keeping everyone in attendance informed and entertained.

A large 14 foot high x 48 foot wide marquee will be installed on the rear of the main structure at Memorial Stadium/Faurot Field. This marquee, also comprised of HD-X LED technology, will be used to promote upcoming campus and athletic events, and to recognize corporate partners of Mizzou Athletics.

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The University's baseball field, Taylor Stadium/Simmons Field, will also receive a new Daktronics scoreboard and HD-X video display, while track and soccer athletes and fans will be able to enjoy their sports with a new video and scoring display at the Audrey J. Walton Track – Soccer Stadium.

Daktronics digital scorer's tables, to be installed at Mizzou Arena, will showcase student-athletes, display real-time stats, recognize sponsors and promote upcoming events. With Daktronics 10 millimeter LED technology, the scorer's tables display colorful graphics, messages and video clips with clear, vivid images.

Custom sound systems will be installed at both Memorial Stadium/Faurot Field and Taylor Stadium/Simmons Field. Combined with Daktronics scoreboard and video display options, the new systems will deliver pounding bass energy, smooth mid and high range frequencies, and high impact entertainment through the integration of audio, video and scoring technologies.

"Daktronics is pleased to have been selected for this exciting project, and to continue our longstanding relationship with the University of Missouri," said Tony Mulder, Daktronics Regional Sales Manager. "The new displays will immediately add to the already exciting game-day environment that Mizzou is known for."

About the University of Missouri

The University of Missouri was founded in 1839 in Columbia, Mo., as the first public university west of the Mississippi River and the first state university in Thomas Jefferson's Louisiana Purchase territory. MU provides all the benefits of two universities in one — that of a major land-grant institution and as Missouri's largest public research university.

Citizens across the state connect with Mizzou by participating in Extension programs in every county, visiting MU Health Care specialists, competing in state competitions in MU facilities and by cheering on the Missouri Tigers at athletic events. A member of the Big 12 Conference, Mizzou features the state's only division I-A athletic program, where student-athletes in 20 sports compete at the highest level nationally.

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, call (605) 697-4300 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 expectation, including, but not limited to, 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, including its Annual Report on Form 10-K for its 2007 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.

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For more information contact:

MEDIA RELATIONS:

Mark Steinkamp
Marketing & Sales Support Mgr.
tel (605) 697-4300
email mark.steinkamp@daktronics.com

INVESTOR RELATIONS:

Bill Retterath
Chief Financial Officer
tel (605) 692-0200
email bill.retterath@daktronics.com