

Daktronics and GoVision Team Up to Bring Giant Video Screens to Capital Steps, National Mall

Inauguration Crowds to Get Larger-Than-Life View of History

BROOKINGS, S.D. – Jan. 15, 2009 – While Barack Obama is sworn in as the 44th President of the United States in an inaugural ceremony projected to attract well over a million spectators, four enormous mobile video screens – including the world’s largest high-resolution mobile LED unit – will assure that everyone gets an up-close view of the historic moment.

The mobile video screens, provided by GoVision LP of Keller, Texas, and manufactured by South Dakota-based Daktronics Inc. (Nasdaq-DAKT), will provide live video footage of the event backed by state-of-the-art image processing. The largest of the four screens, known as “GoBigger,” boasts a massive 19’ x 33’ display utilizing Daktronics HD-X technology, which features higher contrast and wider viewing angles than any other display of its type.

“A historic event of this magnitude deserves the biggest and best video production possible,” said Chris Curtis, CEO of GoVision. “We’re honored to be entrusted with this vital element of the inauguration once again, and look forward to giving the record-breaking crowd a front-row seat to all the festivities.”

The event marks the second time GoVision (www.jumbo.tv), a leading provider of larger-than-life LED video walls and mobile units, has been chosen as the exclusive mobile video provider for the presidential inauguration ceremony. The company also provided four jumbo screens for President George W. Bush’s second inaugural ceremony in 2005.

In addition to the four truck-mounted screens in downtown Washington, GoVision is also setting up mobile units for watching parties at the Canadian embassy and in Chicago’s Grant Park.

“We think January 20th may go down as the biggest large-screen rental day in history,” said Curtis, who has been fielding calls from organizers of events in several cities across the country.

“We are pleased that our screens will be a little part of history on the world’s biggest stage,” said Myron Linde, Daktronics Mobile and Modular Sales Manager. “GoVision is a great rental partner and customer of ours and we know they’ll put on a great show by showcasing the most advanced technology on the market today.”

About GoVision™

GoVision L.P. (www.jumbo.tv) provides affordable day or night, larger-than-life video broadcast for outdoor and indoor events nationwide through state-of-the-art LED walls and a fleet of custom-built mobile units. GoVision’s fleet ranges from GoBigger, the world’s largest mobile high-resolution LED screen, to GoTron, a 9’ x 12’ screen perfect for events with smaller crowds and budgets, and everything in between. GoVision has been a prominent part of countless national events, including the 55th Presidential Inauguration, the Breeders’ Cup, Olympic Torch Relay, NCAA Final Four, Dallas Cowboys halftime shows, and Lance Armstrong’s Ride for the Roses. The Keller, Texas-based company is also the official screen provider of Texas Motor Speedway, the University of Oklahoma and San Jose State football teams, and several PGA tournaments.

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Inauguration Crowds to Get Larger-Than-Life View of History— Page 2

About Daktronics

Daktronics is recognized as the world's leading provider for full-color LED video systems. Such Daktronics systems, used in both modular and fixed-installation applications, feature a host of patented manufacturing, image processing and control system techniques and technologies that provide it a significant competitive advantage in the LED video marketplace. Since 2001, independent market research conducted by iSuppli Corp. lists Daktronics as the world's leading provider of large screen LED video display systems. For more information, visit the company's Web site at www.daktronics.com.

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 Securities and Exchange Commission 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.

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