

Daktronics Introduces New Show Control System

BROOKINGS, SD – June 24, 2009 – Daktronics (NASDAQ: DAKT) today announced the release of its new Show Control System (SCS), a display control solution that merges operator software, clip playback, live video and deep data integration into a fully integrated package. The SCS can function as a stand-alone control solution or work in combination with other production devices to provide single-point control for LED video displays, LED ribbon boards, LED marquees and flat-panel digital display networks.

Powering the system is the SCS Software Suite, a collection of design and operation software specifically developed for live events. The Content Studio provides the ability to quickly composite text, graphics, video and real-time data while the Display Studio delivers immediate, property-wide presentation control through a variety of innovative features including user-defined workspaces, configurable smart buttons and convenient dashboard widgets.

The Daktronics SCS software suite also features a new generation of tools for generating playback reports, for scheduling display content and for managing and presenting real-time information – including scores, statistics, times and news feeds.

“The system hits the mark for both display operators and sales and marketing personnel,” said Tony Kuck, Daktronics SCS Product Manager. “We listened closely to our customers before and during the development of the SCS,” explained Kuck. “The operators asked us for ease-of-use and integration with other production devices, such as switchers and CGs. The marketers were focused on sellable inventory and how the display presentation could be packaged for sponsors. We feel the SCS will deliver exceptional value and new opportunities for both groups.”

The Daktronics Show Control System is the latest addition to a wide variety of Daktronics control and display technologies. For more information on the Show Control System visit www.daktronics.com/show.

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, commercial and transportation applications. For more information, visit the company’s World Wide Web site at: 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 5135 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 are 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 2009 fiscal year and its Quarterly Reports on Form 10-Q for the quarters ended August 2, 2008, November 1, 2008 and January 31, 2009. 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 e-mail mark.steinkamp@daktronics.com

ADDITIONAL CONTACT Tony Kuck Control Systems Product Mgr. tel (605) 697-4500 e-mail tony.kuck@daktronics.com

ADDITIONAL CONTACT Matt Anderson Control Systems Marketing tel (605) 691-9051 e-mail matt.anderson@daktronics.com