

Integrated Daktronics Display System to Spice Up the Cajundome

BROOKINGS, S.D. – Sept. 17, 2008 – Daktronics announced today that it has been chosen to design, manufacture and install a fully integrated scoring and video display system for the Cajundome in Lafayette, Louisiana.

A centerhung scoring system will become the new heart of the Cajundome, pumping information and video entertainment to every seat in the popular Lafayette venue.

Four Daktronics light emitting diode (LED) video displays will highlight the new centerhung system, with each measuring approximately 8 feet high by 16 feet wide.

A smaller LED display measuring approximately 5 feet high by 7 feet wide and an indoor LED scoreboard will also be positioned on each face of the centerhung system. A Daktronics LED video display ring will be installed towards the bottom of the Cajundome's new digital chandelier, keeping every patron informed and entertained.

"Working with Daktronics has been very smooth," said Greg Davis, Cajundome director. "Their prompt responses to questions, concerns and issues have created a great relationship between us. We've had Daktronics products in the building for 23 years, and their performance keeps us coming back."

The Cajundome will also be receiving four new LED basketball scoreboards, complete with 13-inch-tall scoring digits, enabling every Ragin' Cajun fan to stay updated throughout games starting this fall. Overall the new centerhung system will measure approximately 21 feet high, 33 feet wide and 33 feet deep.

Two Daktronics LED displays capable of showing statistical information, advertising and crowd entertainment will be installed on the fascias on either side of the Cajundome, with each measuring more than 100 feet wide. Four video marquee displays measuring approximately 10 feet high by 19 feet wide will complete the integrated display system to be installed in Lafayette.

"Daktronics appreciates the opportunity to partner with the Cajundome," said Dan Fjeldheim, Daktronics sales. "The new video, scoring and advertising upgrades will create a dynamic event experience comparable to other first-class facilities around the world."

Daktronics will also provide the Cajundome with integrated video production equipment, including cameras, switchers and playback computers. Keyframe® Creative Services, a video production division of Daktronics, will be providing a graphics and animation package for the new displays.

Daktronics LED video displays use the latest in red, green and blue (RGB) LED technology to present live and recorded video images, colorful animation and vivid graphics with incredible brightness and wide-angle visibility. Daktronics LED video display technology offers a long lifetime with minimal maintenance and low power consumption, providing value and excitement for years to come.

About the Cajundome

Completed in 1985, the Cajundome hosts a wide variety of entertainment throughout the year. It is the home of the University of Louisiana at Lafayette Ragin' Cajun men's and women's basketball teams. The facility also hosts the annual Beta Club state conventions, the annual outdoor Cajun Heartland State Fair, many regional concerts and World Wrestling Entertainment (WWE) events.

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About Daktronics

Daktronics, celebrating its 40th year of business in 2008, is recognized as the world's leading provider of full-color LED video displays. Daktronics began manufacturing large screen, full-color, LED video displays in 1997. Since then, nearly 5,000 large screen video displays have been sold and installed in sporting and commercial facilities around the world. Since 2001, independent market research conducted by iSuppli Corp. lists Daktronics as the world's leading provider of large screen LED video displays.

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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