

FOR IMMEDIATE RELEASE FROM DAKTRONICS INC.

## MaxPreps to 'TeamUp' with Daktronics

BROOKINGS, S.D. – July 21, 2008 – Daktronics Inc (Nasdaq-DAKT) of Brookings, S.D. announced the pairing of the DakStats sports statistics software with MaxPreps.com, the most comprehensive and highly visited high school sports website.

High school coaches who use MaxPreps to post statistics online can now download DakStats, a \$250 value, for free as part of the Daktronics TeamUp program. The program aims to build a lasting partnership with US high school coaches by offering free licenses of the DakStats line of sports software.

In an effort to give high school coaches a faster way of submitting statistics to MaxPreps, a new export feature will be available in DakStats for fall 2008 sports. This timesaving tool allows high school coaches to more efficiently post statistics on MaxPreps.com and maintain electronic stats on their computers.

High school coaches can learn more about TeamUp and the partnership with MaxPreps at [www.dakstats.com/teamup](http://www.dakstats.com/teamup). Software is available for baseball, basketball, football, soccer, and volleyball coaches.

### About MaxPreps.com

MaxPreps.com is the most comprehensive and highly visited high school sports site on the web, with 2.5 million visitors every month during peak sports seasons. Team and player statistics and information are collected from nearly 20,000 high school coaches and a vast network of reporters and photographers. Over 10 million pages of stats and rosters for more than 1 million high school athletes across the country are available on the site. MaxPreps is a partner of CBS Sports. For more information, visit <http://www.maxpreps.com>.

### About Daktronics

Daktronics has strong leadership positions in, and is one of the world's largest suppliers of, electronic scoreboards, computer-programmable displays, and large screen video displays 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 <http://www.daktronics.com>, e-mail [sales@daktronics.com](mailto:sales@daktronics.com), or call toll-free at (800) 325-8766.

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