

FOR IMMEDIATE RELEASE FROM DAKTRONICS INC.

## Daktronics Launches TeamUp Program for US High School Coaches

BROOKINGS, S.D. – July 21, 2008 – Daktronics Inc. (Nasdaq-DAKT) of Brookings, S.D., announced the launch of TeamUp, a program that aims to build lasting partnerships with US high school coaches by offering free licenses for the DakStats® line of sports software.

DakStats® statistical software has been traditionally marketed toward customers with Daktronics display systems. Over years of development, the software became more accessible to users at every level of play, whether or not their facilities have a display system.

Daktronics has 40 years of experience in the high school market. In working with TeamUp members, Daktronics plans to build this relationship further by tailoring the DakStats® software to address the specific needs of high school coaches.

In addition to collaborating with coaches and exposing the DakStats® sports software to a broader market, the TeamUp program will also provide an opportunity for coaches and high schools to explore the many possibilities of integrating their existing software with Daktronics display systems.

High school coaches interested in more information about TeamUp may visit <http://www.dakstats.com/teamup>. TeamUp member coaches will receive a DakStats® software license – a \$250 value – free of charge. Software is available for baseball, basketball, football, soccer, softball, and volleyball coaches.

### 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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