



Daktronics Modular LED Video Display from Upstage Video Engages Attendees at Historic Greenbrier Classic

BROOKINGS, SD – September 1, 2010 – From July 29 - Aug. 1 golfers and enthusiasts gathered on the rolling greens of the historic Old White Course at The Greenbrier in White Sulphur Springs, W. Va., an official stop on the PGA Tour and host to some of the greatest golfers in the world.

Upstage Video, a Daktronics (Nasdaq-DAKT) rental partner and leading provider of modular video displays and mobile units, kept fans informed with a large-screen LED video display while they watched some of golf's most prominent players demonstrate their skills.

The 15' x 40' Daktronics video display, comprised of 50 modular PST-12HD LED panels, showed graphics, leaderboard, sponsorship messages and live television feeds from the GOLF CHANNEL and CBS Sports. In addition to the video display, Upstage Video also provided the graphics and signal distribution for the event.

Daktronics modular PST product line provides users with flexible, road-ready panels that quickly combine to form seamless video displays – adding excitement and personality to touring events of all shapes and sizes.

"The Daktronics panels do a nice job of cutting through sunlight, which is essential for events like The Greenbrier Classic," said Doug Murray, President of Upstage Video. "Our client was beyond happy with the display's performance and they even noted that the clarity and brightness (of the display) in the sun was a noticeable improvement from others they have used."

PST-12HD panels feature 7,000 nits of intensity, a revolutionary pixel layout for enhanced contrast, superior viewing angles and 19-bit image processing for industry-leading image quality making them the ideal choice for touring outdoor events such as the PGA Tour.

Fans in attendance got a special treat on the last day of The Greenbrier Classic, during the final round, Stewart Appleby, a 39-year old professional golfer from Australia, shot a 59 to win. Appleby became the fifth player in history to shoot a 59 in an official PGA Tour event and everyone in attendance got a close-up view on the big screen.

Get additional information about Daktronics mobile and modular product lines at www.daktronics.com/mobilemodular. Daktronics PST-12HD panels are currently available for rental from Upstage Video (www.upstagevideo.com).

About Upstage Video

North America's premier rental and staging video supplier, Upstage Video inventories the widest variety of LED solutions and multi camera production packages in the world. For touring and show clients or festivals and world class sporting events who want the latest gear and the most creative solutions, Upstage Video provides the resources and expertise for all of their mobile or modular large screen display needs. For more information about our personal service, expertise and technology you may visit our website at www.upstagevideo.com, but we would prefer you give us a call. (610) 323 7200

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 <http://www.daktronics.com>.

Safe Harbor Statement

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. 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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