



V I D E O

"SPECIALIZING IN VIDEO DISPLAY TECHNOLOGY"

## Impact Video's Inventory of Daktronics LED Screens Set the Pace for the 2010 ING New York City Marathon

BROOKINGS, S.D. – November 24, 2010 – Impact Video, one of North America's premier providers of LED display technology and related production services, provided production support and numerous mobile video display units, featuring Daktronics (Nasdaq-DAKT) LED video technology, for the 2010 ING New York City Marathon.

Broadcast live on NBC, the NYC Marathon is the premier event of the New York Road Runners and puts New York City on the world's stage with one of the greatest annual sporting events held worldwide. With more than 45,000 runners, 2.5 million spectators, more than 6,000 volunteers ensuring a successful and memorable event, eight truck-mounted LED display units provided a great view of the action.

The truck-mounted Daktronics LED video screens were used in sizes ranging from 12' x 16' to 22' x 30'. Five units were strategically placed at the start line, located at Fort Wadsworth in Staten Island, N.Y., to display the televised race coverage on NBC and informational messaging and live camera production for the Open Zone entertainment area. The additional three units were placed near the finish line on the west side of Manhattan and Central Park to display television broadcast feeds as well as live event coverage at the photo bridge allowing participants, family and spectators alike to see the runners as they crossed the finish line.

"The team at Impact Video was instrumental in providing New York Road Runners with a total solution for this year's ING New York City Marathon, from hardware to content to technical and artistic direction," said Graham Goetz, Coordinating Producer Multimedia & Entertainment. "Meeting and exceeding our expectations, and those of our partners and sponsors, by delivering dynamic content and information to the more than 45,000 participants was a solid step up in the production value of this year's race."

Ethiopian distance runner, Gebre Gebremariam, won the marathon with a time of 2 hours, 8 minutes and 14 seconds. Celebrity runners included Al Roker from the NBC Today Show, Robin Quivers of Howard Stern fame and rescued Chilean Miner Edison Pena.

The Impact Illuminator LED screens featuring HD LED technology offer the ability to display visually stunning imagery with respect to brightness, depth of color and pixel uniformity. The entire fleet of Illuminator Truck Mounted LED screens sets up quickly without the need for additional infrastructure making it an ideal solution for most outdoor applications that require high-quality screens with limited set up time.

### About Impact Video

Impact Video is North America's premier provider of Indoor/Outdoor LED display technology and related production services. Impact has over nineteen years experience within the corporate, entertainment, production, retail, sports & outdoor event markets. Their reputation for consistently delivering a superior quality of equipment and service has become well known throughout these industries.

### 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.

### 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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