

Saudi Arabian Police Forces Award Kingdom-Wide In-Vehicle Digital Video System License and Certification of Digital Ally Products Through Saudi Distributor Nurizon Corporation

DIGITAL ALLY RECEIVES INITIAL SAUDI ARABIAN ORDER FOR *DVM-750* SYSTEMS

OVERLAND PARK, Kan., April 7 /PRNewswire-FirstCall/ -- Digital Ally, Inc. (Nasdaq: [DGLY](#) - [News](#)), which develops, manufactures and markets advanced video surveillance products for law enforcement, homeland security and commercial security applications, today announced that its distributor in Saudi Arabia, Nurizon Corporation, has obtained a certificate and been awarded a license of approval for Digital Ally's in-vehicle digital video systems from the Saudi Arabian Police Forces, a Kingdom-wide emergency services agency.

"We are extremely pleased with this latest award, which demonstrates the strength and viability of the range of products that Nurizon offers in the Saudi Arabian market," observed Christopher Riddell, Chief Executive Officer of Nurizon Corporation. "We have worked hard to ensure that the Saudi Arabian security forces recognize the strength and viability of Digital Ally's product line, and this resulted in us receiving certification in record time. Digital Ally's superior financial stability, and its impressive and sustained market penetration worldwide, are directly in keeping with the character of partners that Nurizon seeks to align itself with."

Lt. Colonel Major Abdulaziz Al-Shammary, when commenting on the latest award for Digital Ally through Nurizon Corporation, stated, "Nurizon Corporation has demonstrated that its latest line of products for use by the Kingdom-wide security forces is of the highest quality and standing, and the integrated rear view mirror with the video viewing screen is an extremely attractive and non-intrusive option for our officers on the street."

Digital Ally's leading in-vehicle video recording solutions provide an integrated rear view mirror and liquid crystal display, ensuring that there are no moving parts, and existing radios mounted in vehicle dashboards no longer need to be interfered with. Law enforcement officers are also able to upload video and audio from the vehicle to government servers via encrypted wireless radio technology. In the near future, Saudi officers will also have the option of wearing Digital Ally's unique, patent-pending *FirstVu(TM)* cameras on their uniforms, an offering that is not available from any other in-vehicle video recording providers.

The fully Arabised Digital Ally Recording System is fully compatible and integrates easily with the ANPR (License Plate Recognition) and mobile speed enforcement systems provided by major manufacturers through Nurizon Corporation.

"Nurizon has informed us that our products are already receiving acclaim and recognition throughout public safety and emergency services agencies across the

Middle East," stated Stanton E. Ross, Chief Executive Officer of Digital Ally, Inc. "Countries such as Qatar, Bahrain, Kuwait and the United Arab Emirates have expressed an interest in conducting field trials of our in-vehicle video solutions in conjunction with Nurizon Corporation. We have received our first *DVM-750* order from a dealer in Saudi Arabia, through Nurizon, in conjunction with a pilot project with one of the region's law enforcement agencies. A follow-up order for approximately 100 additional systems could be forthcoming if the pilot program is successful, as anticipated."

Digital Ally also announced that it has added international distribution agents in six new countries since the first of the year, which brings its total to 30 agents representing its products in various countries throughout the world.

About Digital Ally, Inc.

Digital Ally, Inc. develops, manufactures and markets advanced technology products for law enforcement, homeland security and commercial security applications. The Company's primary focus is digital video imaging and storage. For additional information, visit www.digitalallyinc.com

The Company is headquartered in Overland Park, Kansas, and its shares are traded on The Nasdaq Capital Market under the symbol "DGLY".

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Act of 1934. These forward-looking statements are based largely on the expectations or forecasts of future events, can be affected by inaccurate assumptions, and are subject to various business risks and known and unknown uncertainties, a number of which are beyond the control of management. Therefore, actual results could differ materially from the forward-looking statements contained in this press release. A wide variety of factors that may cause actual results to differ from the forward-looking statements include, but are not limited to, the following: the Company's ability to deliver its new product offerings as scheduled and have them perform as planned or advertised; its ability to increase revenue and profits in the current economic climate; the extent to which the license of approval from the Saudi Arabian Police Forces will result in product sales; its ability to expand its share of the in-car video market in the domestic and international law enforcement communities; uncertainties regarding market acceptance, domestically and internationally, for one or more of its new products; its ability to commercialize its products and production processes, including increasing its production capabilities to satisfy orders in a cost-effective manner; competition; patent protection on its products; the effect of changing economic conditions; and changes in government regulations, tax rates and similar matters. These cautionary statements should not be construed as exhaustive or as any admission as to the adequacy of the Company's disclosures. The Company cannot predict or determine after the fact what factors would cause actual results to differ materially from those indicated by the forward-looking statements or other statements. The reader should consider statements that include the words

"believes", "expects", "anticipates", "intends", "estimates", "plans", "projects", "should", or other expressions that are predictions of or indicate future events or trends, to be uncertain and forward-looking. The Company does not undertake to publicly update or revise forward-looking statements, whether as a result of new information, future events or otherwise. Additional information respecting risk factors that could materially affect the Company and its operations are contained in its annual report on Form 10-K for the year ended December 31, 2008 filed with the Securities and Exchange Commission.

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