

DIGITAL ALLY, INC. TO HOST INVESTOR CONFERENCE CALL ON TUESDAY, JANUARY 11, 2011

OVERLAND PARK, Kansas (January 3, 2011) – Digital Ally, Inc. (Nasdaq: DGLY), which develops, manufactures and markets advanced digital technology products for law enforcement, homeland security and commercial security applications, today announced that the Company will host a conference call for investors on Tuesday, January 11, 2011 at 11:15 a.m. Eastern Time. During the call, management will provide an update on corporate operations, recent developments and the outlook for 2011.

Shareholders and other interested parties may participate in the conference call by dialing 877-317-6789 (international/local participants dial 412-317-6789) and asking to be connected to the “Digital Ally, Inc. Conference Call” a few minutes before 11:15 a.m. EDT on January 11, 2011. The call will also be broadcast live on the Internet at <http://www.videonewswire.com/event.asp?id=75358>

A replay of the conference call will be available one hour after the completion of the conference call from January 11, 2011 until 5:00 p.m. on Monday, March 14, 2011 by dialing 877-344-7529 (international/local participants dial 412-317-0088) and entering the conference ID 447105. The conference call will be archived for review on the Internet at <http://www.videonewswire.com/event.asp?id=75358> and on the Company’s website at www.digitalallyinc.com through Monday, March 14, 2011.

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”.

For Additional Information, Please Contact:

Stanton E. Ross, CEO at (913) 814-7774

or

RJ Falkner & Company, Inc., Investor Relations Counsel at (800) 377-9893 or via email at info@rjfalkner.com