

DIGITAL ALLY, INC. TO HOST FIRST QUARTER CONFERENCE CALL ON THURSDAY, MAY 6, 2010

ANNUAL MEETING OF SHAREHOLDERS SCHEDULED FOR MAY 24, 2010

OVERLAND PARK, Kansas (April 28, 2010) – 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 an investor conference call to discuss its operating results for the first quarter of 2010 at 11:15 a.m. Eastern Time (EDT) on Thursday, May 6, 2010. The Company will release its first quarter operating results after the market close on Wednesday, May 5, 2010.

Shareholders and other interested parties may participate in the first quarter conference call by dialing 800-860-2442 (international/local participants dial 412-858-4600) and asking to be connected to the “Digital Ally, Inc. Conference Call” a few minutes before 11:15 a.m. EDT on May 6, 2010. The call will also be broadcast live on the Internet at <http://www.videonewswire.com/event.asp?id=68780>.

A replay of the conference call will be available one hour after the completion of the conference call from May 6, 2010 until 9:00 a.m. on Tuesday, July 6, 2010 by dialing 877-344-7529 (international/local participants dial 412-317-0088) and entering the conference ID 440283. The first quarter conference call will be archived on the Internet at <http://www.videonewswire.com/event.asp?id=68780> and on the Company’s website at www.digitalallyinc.com through Tuesday, July 6, 2010.

The Company also announced that its Annual Shareholders Meeting has been scheduled for Monday, May 24, 2010 at 10:00 am CDT at the Doubletree Hotel Overland Park, which is located at 10100 College Blvd. in Overland Park, Kansas.

The Annual Shareholders Meeting will also be broadcast on the Internet at <http://www.videonewswire.com/event.asp?id=68634> and on the Company’s website at www.digitalallyinc.com.

About Digital Ally, Inc.

Digital Ally, Inc. develops, manufactures and markets advanced digital technology products for law enforcement, homeland security and commercial security applications. The Company’s primary development focus involves the field of 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:

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