

## **DIGITAL ALLY, INC. TO PRESENT AT NOBLE FINANCIAL EQUITY CONFERENCE ON AUGUST 18, 2008**

**OVERLAND PARK, Kansas (August 13, 2008)** – 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 present at the Fourth Annual Noble Financial Equity Conference at 3:00 PM Pacific Daylight Time (6:00 PM EDT) on Monday, August 18, 2008, at the Loews Lake Las Vegas Resort in Las Vegas, Nevada.

The Company's Chief Executive Officer, Stanton E. Ross, will give a 23-minute presentation regarding Digital Ally's market positioning, financial performance, and strategic direction at the conference. The presentation will be webcast LIVE featuring high-definition, streaming video and PowerPoint slides. Access is available by logging on to the conference website [www.noblemadmax.com](http://www.noblemadmax.com) or by accessing the presentation directly at the following web address: <http://hosted.mediasite.com/hosted4/Viewer/?peid=82bf8cf-e4f3-42ee-a5db-c12de6346f8d>. It is recommended that interested parties register at least 15 minutes prior to the start of the presentation to ensure timely access.

### **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](http://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".

### **About Noble Financial**

Noble Financial is a privately-held, full-service capital markets firm driven by what is often overlooked by other firms by uncovering the value embedded in the orphaned, undiscovered or misunderstood company. The company focuses on converting market inefficiencies into profit opportunities. Noble Financial supports emerging companies through strategic advice, investment banking, market-making, sales & trading, comprehensive equity research, and the development of institutional support. Noble Financial's equity conferences – 2008 marks its fourth annual - allow for a unique blend of professional and

personal interaction among a diverse cross-section of executives. The company has operated for 24 years and has offices in Florida, New York City and Boston.

*This press release contains forward-looking statements that involve risks and uncertainties regarding Digital Ally, Inc. Investors are cautioned that such results or events predicted in these statements may differ materially from actual future events or results. This information has been, or in the future may be, included in reliance on the “safe harbor” provisions of the Private Securities Litigation Reform Act of 1995. Investors are cautioned that such results or events predicted in these statements may differ materially from actual future events or results. The Company’s preliminary financial results, while presented with numerical specificity, are forward-looking statements which are based on a variety of assumptions regarding the Company’s operating performance that may not be realized, and which are subject to significant uncertainties and potential contingencies associated with the Company’s financial and accounting procedures and other matters referenced from time to time in the Company’s filings with the Securities and Exchange Commission. Consequently, such forward-looking information should not be regarded as a representation or warranty by the Company that such projections will be realized.*

For Additional Information, Please Contact:

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Or

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