

DIGITAL ALLY BEGINS SHIPPING *DV-500 ULTRA* MULTI-PURPOSE, ALL-WEATHER DIGITAL VIDEO/AUDIO SYSTEM

NEW SYSTEM DESIGNED FOR MOTORCYCLES, BOATS, ATV'S AND OTHER LAW ENFORCEMENT AND PUBLIC SAFETY APPLICATIONS SUBJECT TO HARSH WEATHER AND ENVIRONMENTAL CONDITIONS

OVERLAND PARK, Kansas (September 16, 2009) – Digital Ally, Inc. (Nasdaq: DGLY), which develops, manufactures and markets advanced video surveillance products for law enforcement, homeland security and commercial security applications, today announced that it has begun shipping its new *DV-500 Ultra* digital video/audio system to customers.

The *DV-500 Ultra* is designed for police motorcycles and other mobile applications in the law enforcement and public safety markets. It allows police officers that patrol on motorcycles and ATVs, or in boats, to have digital video capabilities similar to those provided by Digital Ally's *DVM* series of in-car video systems that are currently being used by law enforcement agencies in all 50 states and approximately 25 foreign countries. The *DV-500 Ultra* utilizes the same advanced technology and solid state memory as the Company's *DVM* systems, but it is specifically designed to operate in harsh weather and environmental conditions.

Some of the features of the *DV-500 Ultra* are listed below:

- Small, compact and durable with multiple mounting options
- Waterproof controls, monitor and camera
- Ultra-bright, sunlight-visible monitors and optional sunshield
- Rugged, durable and extremely reliable solid state memory
- 30-90 minute internal battery backup
- Integrated GPS with "mark" feature
- Up to 60 seconds of pre-event recording
- Automatic record triggers
- Records vehicle data with audio and video evidence
- Optional Infra-Red zoom cameras
- 900 MHz wireless microphone (international 800 MHz available)
- *VideoManager*[™] management/playback/duplication software

"We are pleased to announce that deliveries of the *DV-500 Ultra* commenced this week, and we look forward to penetration of new mobile market opportunities that have not been available to the Company before," stated Stanton E. Ross, Chief Executive Officer of Digital Ally, Inc. "We estimate that approximately 16% of local police departments utilize motorcycles in their public safety activities, including over 90% of the

departments serving populations of 100,000 or more. In addition, approximately 50% of State Police and Highway Patrol agencies use motorcycles. In the U.S., BMW claims that over 225 law enforcement agencies have purchased its motorcycles, while there are more than 100,000 BMW motorcycles in official use in over 150 countries. Over 3,000 police departments use Harley-Davidson motorcycles, according to recent reports, and Honda, which has been supplying law enforcement agencies worldwide, recently expanded into the U.S. law enforcement market. We believe motorcycle applications represent a major new market opportunity for Digital Ally.”

“In addition, a growing number of public safety agencies utilize all-terrain vehicles (ATVs) and boats in their surveillance and law enforcement activities. Our *DV-500 Ultra* will allow officers operating such vehicles and watercraft to capture video and audio evidence of criminal activities as effectively as those that rely upon our *DVM* systems in their police cruisers,” concluded Ross.

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, particularly the DV-500 Ultra; the degree to which the interest in the Company’s DV-500 Ultra will translate into sales, both domestically and internationally; the Company’s ability to increase revenue and return to profitability in the current economic climate; the timing of, and the impact that, various government stimulus programs will have on equipment purchases by law enforcement agencies; the Company’s ability to expand its share of the digital video/audio recording device 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 and its report on Form 10-Q for the three and six months ended June 30, 2009, as filed with the Securities and Exchange Commission.

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