

**DIGITAL ALLY TO HIGHLIGHT NEW PRODUCTS AT
116TH ANNUAL INTERNATIONAL CHIEFS OF POLICE CONFERENCE
OCTOBER 3-7, 2009**

**JOHN ELWAY SCHEDULED TO GREET CONFERENCE ATTENDEES AT
DIGITAL ALLY BOOTH #1012 ON OCTOBER 5, 2009**

OVERLAND PARK, Kansas (September 30, 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 the Company will highlight a number of its new products and product features at the **116th Annual International Association of Chiefs of Police Conference and Exposition**, which will be held October 3-7, 2009 at the Colorado Convention Center in Denver, Colorado. The Company will be exhibiting at Booth #1012.

John Elway Appearance

Digital Ally is also pleased to announce that John Elway will be available to greet conference attendees and sign autographs at the Company's booth from 1:00 p.m. to 3:00 p.m. on Monday, October 5, 2009.

In 2004, during his first year of eligibility, John Elway was elected on the initial ballot to the Pro Football Hall of Fame. For sixteen amazing seasons – 234 games that included a NFL-record 148 wins – John Elway was the undisputed leader of the Denver Broncos. He will forever be remembered for his 47 game-winning or game-tying drives in the fourth quarter (another NFL record), his spectacular passing statistics, and his enduring competitive spirit, which led him to the ultimate professional and personal triumph as starting quarterback in five Super Bowl contests (another NFL record) and winner of two Super Bowls. John Elway ranks second to only Dan Marino in passing yardage, attempts, completions and 3,000-yard seasons. He played 234 games during 16 seasons – all with the Denver Broncos.

“We are delighted that NFL legend and two-time Super Bowl champion John Elway will join the Digital Ally team at our booth at the IACP Conference on Monday afternoon,” stated Stanton E. Ross, Chief Executive Officer of Digital Ally, Inc.

New Products Featured

In addition to Digital Ally's popular *DVM* series of In-Car Digital Video Systems (*DVM-500 Plus*, *DVM-750*), the Company will feature two exciting new advanced digital video

products that it will be shipping to customers during the fourth quarter of 2009 – the *FirstVu™* and the *DV-500 Ultra*.

***FirstVu™* Wearable Body Camera**

FirstVu™ is a highly compact, solid state digital video/audio recorder that can be attached to a law enforcement officer's uniform and is designed to capture evidence on a "real-time" basis. It has many of the features of the *DVM* series of in-car video systems, without being "tethered" to the police cruiser or other vehicle. Key features include easy-to-use four-button operation with vibrating notifications, infra-red illumination for operation at night or in low-light conditions, a lithium polymer battery for up to four hours of continuous operation, pre-event recording capabilities, high-resolution video that records to reliable solid state memory, an integrated GPS with "mark" feature to record exact locations, and both LED and covert modes of activation. It features secure internal memory with USB download, as well as convenient removable SD cards to access evidence. Encoded AVI videos or JPEG images may be easily viewed on standard systems.

"*FirstVu™* is a law enforcement-quality small, hands-free, one-piece, wearable, weather-resistant digital body camera that can record video and audio, or photograph evidence, wherever the job requires, day or night," noted Ross. "It allows police and other law enforcement officers to record criminal activity and other evidence in 'real time', without having to be in close proximity to their vehicles. Prototypes of this new product have generated tremendous excitement among law enforcement agencies, and we expect to begin shipping *FirstVu™* to customers in the fourth quarter."

***DV-500 Ultra* Motorcycle and Watercraft Video System**

The Company will also highlight its new *DV-500 Ultra* multi-purpose, all-weather digital video/audio system designed for motorcycles, ATVs, and watercraft at the IACP Conference. As previously announced, Digital Ally began shipping the *DV-500 Ultra* to customers earlier this month.

The *DV-500 Ultra* is a complete digital video/audio system that utilizes the same advanced technology as Digital Ally's *DVM* in-car video systems, with no moving parts to be affected by vibration, but specifically designed for the harsh weather and environmental conditions encountered by law enforcement motorcycle, ATV and watercraft officers. The waterproof *DV-500 Ultra* is small, compact and durable and offers multiple mounting options for a variety of transportation applications; records vehicle data along with video and audio evidence; has internal battery backup and GPS "mark" capabilities; and can be fitted with an infra-red zoom camera and automatic wireless download options.

"The *DV-500 Ultra* will significantly bolster the ability of officers to record criminal activity and other evidence, regardless of the type of transportation equipment they operate," added Ross. "Versatile and powerful, the *DV-500 Ultra* has been designed for

installation on different types of motorcycles, security carts, all-terrain vehicles, boats and other watercraft operated by police and sheriff departments, security officers, marine patrol agencies, parks and recreation or fish and game departments, the U.S. Coast Guard, and other law enforcement organizations.”

“We believe the new products to be featured at this year’s IACP Conference will significantly expand the ‘addressable market’ that Digital Ally can target in 2010 and future years. When combined with our *DVM-500 Plus* and *DVM-750* in-car video systems, our product line has been expanded and upgraded to provide features that have been requested by many of our customers. The availability of *FirstVu™* and the *DV-500 Ultra* allows Digital Ally to offer a highly robust line of digital video/audio systems that can accommodate the needs of virtually every law enforcement agency that relies upon vehicular or personal access to criminal activity events. This greatly expands the variety of situations that can utilize the high-resolution video and audio capabilities of our advanced digital technology,” 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; whether the Company will receive orders for its DV-500 Ultra and FirstVu™ in the fourth quarter of 2009 and beyond; the Company’s ability to increase revenue and return to profitability in the current economic climate; the impact that the various government stimulus programs will have on equipment purchases by law enforcement agencies; 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 and its report on Form 10-Q for the six months ended June 30, 2009, as filed with the Securities and Exchange Commission.

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