

**DIGITAL ALLY, INC. TO HOST
THIRD QUARTER CONFERENCE CALL
ON THURSDAY, OCTOBER 27, 2011**

OVERLAND PARK, Kansas (October 18, 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 on Thursday, October 27, 2011 at 11:15 a.m. Eastern Time to discuss its operating results for the third quarter and first nine months of 2011, along with other topics of interest. The Company will release its operating results after the close of stock market trading on Wednesday, October 26, 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 October 27, 2011. The call will also be broadcast live on the Internet at <http://www.videonewswire.com/event.asp?id=83109>.

A replay of the conference call will be available one hour after the completion of the conference call from October 27, 2011 until 9:00 a.m. on Monday, December 26, 2011 by dialing 877-344-7529 (international/local participants dial 412-317-0088) and entering the conference ID 10005798. The conference call will also be archived for review on the Internet at <http://www.videonewswire.com/event.asp?id=83109> and on the Company’s website at www.digitalallyinc.com through Monday, December 26, 2011.

About Digital Ally, Inc.

Digital Ally, Inc. develops, manufactures and markets advanced technology products for law enforcement, homeland security and commercial 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