

## **Digital Ally *LaserAlly* Handheld Speed Detection LIDAR System Placed On International Association of Chiefs of Police (IACP) Conforming Product List**

**OVERLAND PARK, Kansas (August 5, 2010)** –Digital Ally, Inc. (Nasdaq: DGLY), which develops, manufactures and markets advanced law enforcement and security products, today announced that its new ***LaserAlly* LIDAR System** was found to be in compliance with IACP’s performance specifications.

*LaserAlly* was listed on the July 30, 2010 International Association of Chiefs of Police (IACP) Conforming Product List (CPL) for enforcement-technology equipment. This equipment is intended for use in highway-safety programs, and *LaserAlly* was found to be both accurate and reliable when properly operated and maintained. IACP recommends that law-enforcement agencies use this CPL as one of its criteria when purchasing enforcement-technology equipment.

“*LaserAlly* units have been tested by law enforcement agencies across the country, and the response has been very encouraging,” stated Ken McCoy, Vice President of Sales and Marketing at Digital Ally, Inc. “Orders are already coming in, and commercial production is scheduled to commence before the end of the current quarter.”

*LaserAlly* is small, lightweight and well balanced, and can detect vehicle speed and direction in only 1/3 of a second. *LaserAlly* also features an impressive, extended range, even when operating through the windshield of a vehicle, allowing officers to remain in the comfort of their patrol cars. It reads through obstructions like branches or glass, congested traffic, adverse weather, and was the only LIDAR not detected or jammed in a recent third-party test against the leading LIDAR systems and LIDAR jammers. The system is user-friendly, waterproof, impact resistant, and features accuracy locking and internal accuracy tests, improved alignment stability, true continuous tracking with audio, up to a 32-hour battery life from two C-cell batteries, a True Color 1:1 Heads-Up Display for accurate vehicle identification and to alleviate eye strain, and the unit is upgradable in the field via a USB port.

### **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](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”.

*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: whether the federal economic stimulus funding for law enforcement agencies will have a positive impact on the Company's revenue; the Company's ability to deliver its new product offerings, including the LaserAlly LIDAR system, as scheduled and have them perform as planned or advertised; its ability to achieve record revenue and operating income in 2010 in the current uncertain economic environment; its ability to expand its share of the in-car video market in the domestic and international law enforcement communities; whether there will be a commercial market, domestically and internationally, for one or more of its new products, including the LaserAlly; whether the initial interest in its new products will translate into sales; whether its recent international initiatives will increase revenues outside of the U.S.; its ability to commercialize its products and production processes, including increasing its production capabilities to satisfy orders in a cost-effective manner; whether the Company will be able to adapt its technology to new and different uses, including being able to introduce new products; competition from larger, more established companies with far greater economic and human resources; its ability to attract and retain customers and quality employees; its ability to obtain patent protection on any of its products and, if obtained, to defend such intellectual property rights; 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 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, 2009, and its quarterly report on Form 10-Q for the three months ended March 31, 2010, as filed with the Securities and Exchange Commission.*

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