

DIGITAL ALLY EXPANDS INTERNATIONAL MARKET PRESENCE WITH INITIAL ORDERS FROM TURKEY AND CHINA

COMPANY ANTICIPATES ORDERS FROM MIDDLE EAST IN NEAR FUTURE

OVERLAND PARK, Kansas (July 1, 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 received initial orders from law enforcement agencies in Turkey and China.

Through its sales representative in Turkey, Mesan Inc., Digital Ally has been awarded an initial contract for 50 **DVM-500 Plus In-Car Rearview Mirror Systems** from the Turkish Gendarmerie, a branch of the Ministry of Interior that is responsible for the maintenance of public order in areas that fall outside the jurisdiction of police forces. The Gendarmerie, an armed security and law enforcement agency that is military in nature, is also responsible for internal security and general border control. The *DVM-500 Plus* systems will be placed into service in the Istanbul district.

Digital Ally also announced that Beijing-based Timeway International Co., Ltd., which specializes in the importation of electronics and medical devices into China, has recently introduced certain of the Company's products into the Chinese market and has developed relationships with Chinese security and law enforcement agencies at the National and Provincial levels. An initial order for 20 **DVF-500 Digital Video Flashlight Systems** has been received from the Beijing Municipal Department of Public Security. The DVF-500 is a self-contained video and audio recorder that is built into a standard-size law enforcement flashlight to enhance evidence collection capability.

"Our expanding international presence and positive feedback from satisfied customers continue to broaden the Company's customer base in a growing number of countries," commented Stanton E. Ross, Chief Executive Officer of Digital Ally, Inc. "We are very pleased to announce these initial orders from Turkey and China. Once the *DVM* and *DVF* systems have been deployed and their effectiveness is demonstrated in the field, we expect to receive additional orders from law enforcement agencies in both of these countries."

"In addition, our International Sales Manager recently returned from a two-week trip to the Middle East, where he had very productive meetings with government officials in four countries," continued Ross. "The introduction of our *DVM* systems to the Ministers of Transportation and various Generals in each country was well received, and we expect initial orders to be forthcoming in the near future. As we announced in April 2009, we received an initial *DVM-750* order from a dealer in Saudi Arabia, through our distributor in that country, in conjunction with a 'pilot' project with one of the region's law enforcement agencies, and a follow-up order for additional systems could be forthcoming if the pilot project is successful, as anticipated."

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 additional orders from Turkey, China or the Middle East; its ability to produce and ship DVM-750's to satisfy its \$2.0 million order backlog in the second quarter of 2009; the degree to which the interest in the Company's DVM-750 will translate into sales; 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 three months ended March 31, 2009, as filed with the Securities and Exchange Commission.

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