

# Digital Ally's New Products and NFL Legend John Elway Draw Crowds at 116th Annual International Chiefs of Police Conference in Denver October 3-7, 2009

OVERLAND PARK, Kan., Oct. 15 /PRNewswire-FirstCall/ -- 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 experienced its most successful show to date at the **116th Annual International Chiefs of Police Conference and Exposition**, which was held October 3-7, 2009 in Denver, Colorado. Approximately 400 leads and thousands of impressions were collected from attendees at the Company's packed booth at the IACP Conference.

Hundreds gathered around Digital Ally's Booth on October 5th in hopes of meeting John Elway. Visitors ranging from Colby the Crime Dog to Miss Montana waited in line for autographs and pictures, while others crowded around just to snap photos of the Pro Football Hall of Fame legend. PoliceOne's video crew and a local Denver radio station also stopped by to interview Company representatives and catch some of the action.

Digital Ally's booth was lined with active *DVM* series in-car video systems, the *DVF-500* digital video flashlight, and a Harley-Davidson motorcycle mounted with the Company's new modular, all-weather *DV-500 Ultra* video system for visitors to evaluate and experiment with as they waited. Representatives of the Company circulated with the new *FirstVu* wearable video system, which was especially popular with conference attendees. A fully-equipped Dodge Charger also drew many visitors to witness the capabilities of an installed *DVM* in-car video system.

Besides potential new customers, many existing customers stopped by to express their satisfaction with the Company's video solutions and thank the team for its outstanding customer support. Illustrating the expanding popularity of the Company's products, Digital Ally's *DVM* in-car video system was also showcased in the new Chevrolet Caprice Police Patrol Vehicle, which was unveiled for the first time at the show.

## 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: the Company's ability to deliver its new product offerings as scheduled and have them perform as planned or advertised; the degree to which interest in the Company's products at the IACP Conference 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 six months ended June 30, 2009, as filed with the Securities and Exchange Commission.*