

## **KEN MCCOY JOINS DIGITAL ALLY BOARD OF DIRECTORS**

**OVERLAND PARK, Kansas (January 12, 2011)** – 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 Ken McCoy has been elected to the Company's Board of Directors.

"I am delighted to welcome Ken McCoy to our Board," stated Stanton E. Ross, Chief Executive Officer of Digital Ally, Inc. "I have known Ken for more than four decades, and he is one of the most effective and highly respected marketing executives in the law enforcement equipment industry. Having served as our Vice President of Sales and Marketing since September 2005, Ken's counsel and guidance as a Director should prove invaluable to our success and the future enhancement of shareholder value."

Ken McCoy has been involved in the marketing of technology-driven equipment to the law enforcement industry for over 40 years. After graduating from Pittsburg State University in 1968 with a degree in business (marketing major), he began his law enforcement products career at the age of 23 when he joined the Radar Division of Kustom Signals, Inc. in 1969. Mr. McCoy was instrumental in establishing the first nationwide direct sales force to market radar speed detection devices. While at Kustom, he was involved in the design, development and marketing of the industry's first solid-state digital readout traffic radar system, and he launched the market for the first moving car radar device.

Mr. McCoy left Kustom Signals to join CMI, Inc. as Vice President and National Sales Manager. While at CMI, he established a nationwide sales organization and introduced the first handheld radar gun, the first one-piece moving car radar device with dual readouts, and the first infrared alcohol breath testing equipment. CMI, which became the strongest competitor to Kustom Signals in the marketplace, was later sold to Federal Sign and Signal, Inc., which remains a dominant company in the speed detection industry.

In 1976, Mr. McCoy and two partners founded MPH Industries, Inc., where he served as President until 1988 and was responsible for all business operations at the company's facilities in Kansas and Missouri. MPH, with approximately 100 employees and a nationwide employee sales force and service organization, worked with law enforcement equipment dealers and distributors worldwide and became recognized as a leader in speed enforcement products. MPH introduced the first radar surveillance unit with a "transmit/hold" feature that assisted in defeating the effectiveness of radar detectors. In 1988, MPH Industries was purchased by MPD, Inc., where Mr. McCoy became Vice President of the Law Enforcement Division.

In 1989, Mr. McCoy founded Chanute Radar Service, Inc., which specialized in the repair, service and re-certification of all brands, makes and models of traffic radar devices. The company also sold reconditioned radar systems to law enforcement agencies throughout the U.S. After establishing a strong customer base and developing

a new line of radar devices, Chanute Radar Service was merged into McCoy's Law Line, Inc.

In 1992, Mr. McCoy formed a marketing company to sell radar and law enforcement products throughout the United States and Canada. The company later became the exclusive marketing organization for the Stalker brand of radar devices, which was manufactured by Applied Concepts, Inc. Mr. McCoy became Director of Marketing for Applied Concepts, and under his leadership, the company's traffic radar sales rose from zero to over \$12 million annually over a seven-year period. He introduced the first one-piece handheld moving/stationary radar that utilized the Ka Band frequency and incorporated digital signal processing technology. He was also involved in the design of the Stalker Dual mounted moving radar, a LIDAR system and a line of radar trailers and speed display signs, and his marketing organization sold early versions of in-car video systems.

In late 2000, Mr. McCoy founded and became President of McCoy's Law Line, Inc., which combined quality, performance and the latest technology to offer the best products and superior service to the law enforcement industry. He designed a state-of-the-art traffic radar device (SpeedTrak) and a Hi-8 In-Car Video System (I-Trak). McCoy's Law Line also became a master distributor for the Life Loc alcohol tester, a line of LED warning lights, and a complete line of speed radar trailers and speed display signs.

Ken McCoy joined Digital Ally executive management team in September 2005 as Vice President of Sales and Marketing. During 2004 and until September 2005, he served as a consultant to the Company.

### **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".

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