

DIGITAL ALLY, INC. TO HOST SECOND QUARTER CONFERENCE CALL ON MONDAY, AUGUST 16, 2010

COMPANY TO PARTICIPATE IN *MORGAN KEEGAN SECURITY, SAFETY AND DEFENSE CONFERENCE* ON AUGUST 11, 2010

OVERLAND PARK, Kansas (August 5, 2010) – 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 an investor conference call to discuss its operating results for the second quarter and first half of 2010 at 11:15 a.m. Eastern Time (EDT) on Monday, August 16, 2010. The Company will release its second quarter operating results earlier the same day.

Shareholders and other interested parties may participate in the second quarter and first half of 2010 conference call by dialing 800-860-2442 (international/local participants dial 412-858-4600) and asking to be connected to the “Digital Ally, Inc. Conference Call” a few minutes before 11:15 a.m. EDT on August 16, 2010. The call will also be broadcast live on the Internet at <http://www.videonewswire.com/event.asp?id=71570>.

A replay of the conference call will be available one hour after the completion of the conference call from August 16, 2010 until 5:00 p.m. on Monday, October 18, 2010 by dialing 877-344-7529 (international/local participants dial 412-317-0088) and entering the conference ID 443444. The second quarter conference call will be archived on the Internet at <http://www.videonewswire.com/event.asp?id=71570> and on the Company's website at www.digitalallyinc.com through October 18, 2010.

The Company also announced that its Chief Executive Officer, Stanton E. Ross, is scheduled to make a presentation at ***Morgan Keegan's 2010 Security, Safety and Defense Conference*** on Wednesday, August 11, 2010. Mr. Ross will be one of four presenters discussing the “Video and Imaging Technologies” sub-sector of the safety and security industries from 3:55 p.m. to 5:10 p.m. Eastern Time. He will be joined at the conference by Thomas Heckman, Chief Financial Officer and Michael Caulfield, Vice President of Strategic Development.

The Conference will be held at The Palace Hotel in New York City and will feature a diverse collection of market leaders, ranging from major defense contractors to highly specialized technology vendors and service providers at the forefront of the security, safety and defense industries. Over 35 companies, serving an aggregate addressable market in excess of \$1 trillion, will be presenting at the Conference, which is widely recognized as the industry's longest running and most comprehensive event. Additional information on the

Morgan Keegan conference is available at http://www.morgankeegan.com/MK/Conferences/SSDConf2010_Welcome.htm .

To listen to the live webcast of the presentation, please log on to <http://www.wsw.com/webcast/mk22/panel5/> or go to Digital Ally's website (www.digitalallyinc.com) and follow the link from the home page.

About Morgan Keegan & Company, Inc.

Founded in 1969 in Memphis, Tennessee, Morgan Keegan & Company is today one of the nation's largest regional investment firms offering full-service investment banking, securities brokerage, wealth and asset management. Owned by Regions Financial, Morgan Keegan has over 300 offices in 19 states and more than 4,400 employees. Additional information is available at www.morgankeegan.com .

With \$137 billion in assets, Regions is one of America's largest full-service providers of consumer and commercial banking, trust, securities brokerage, mortgage and insurance products and services. Regions Financial is listed on the New York Stock Exchange under the symbol "RF" and is a member of the S&P 100 Index. Additional information is available at www.regions.com .

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".

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