

DIGITAL ALLY, INC. TO HOST YEAR END CONFERENCE CALL ON THURSDAY, MARCH 24, 2011

OVERLAND PARK, Kansas (March 17, 2011) – 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 fourth quarter and year ended December 31, 2010 at 11:15 a.m. Eastern Time on Thursday, March 24, 2011. The Company will release its operating results earlier the same day.

Shareholders and other interested parties may participate in the conference call by dialing 877-317-6789 (international/local participants dial 412-317-6789) and asking to be connected to the “Digital Ally, Inc. Conference Call” a few minutes before 11:15 a.m. EDT on March 24, 2011. The call will also be broadcast live on the Internet at <http://www.videonewswire.com/event.asp?id=77684>.

A replay of the conference call will be available one hour after the completion of the conference call from March 24, 2011 until 5:00 p.m. on Monday, May 23, 2011 by dialing 877-344-7529 (international/local participants dial 412-317-0088) and entering the conference ID **449427**.

The conference call will be archived for review on the Internet at <http://www.videonewswire.com/event.asp?id=77684> and on the Company’s website at www.digitalallyinc.com through Monday, May 23, 2011.

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

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