

JOHN ASHCROFT AND WILLIAM S. SESSIONS JOIN DIGITAL ALLY, INC. ADVISORY BOARD

FORMER U.S. ATTORNEY GENERAL, FORMER FBI DIRECTOR BRING VALUABLE EXPERIENCE TO COMPANY'S PURSUIT OF STRATEGIC OBJECTIVES

LEAWOOD, Kansas (October 5, 2006) – Digital Ally, Inc. (Pink Sheets: DGLY), which develops, manufactures and markets advanced technology products for law enforcement, homeland security and commercial security applications, today announced that John Ashcroft and Judge William S. Sessions have joined the Company's Advisory Board.

"We are honored that General Ashcroft and Judge Sessions have agreed to join Digital Ally's recently-formed Advisory Board, which will be comprised of highly qualified individuals that can assist the Company in the achievement of its strategic objectives," stated Stanton E. Ross, Chief Executive Officer of Digital Ally, Inc.

"Having served as U.S. Attorney General, America's highest-ranking law enforcement official, General Ashcroft has a deep appreciation for the role that leading-edge technology must play in the post-9/11 world. We look forward to the guidance that he can provide Digital Ally as our Company seeks to realize the full market potential of its digital surveillance technology in law enforcement, homeland security and commercial security applications."

"We are also very pleased to welcome Judge Sessions to Digital Ally's Advisory Board," continued Ross. "His extensive experience as the Director of the FBI and a Federal Judge, along with his current activities involving homeland security and the fight against terrorism, provide Judge Sessions with a unique and valuable perspective on the role of digital surveillance technology at local, state and federal levels."

"Technology has become an increasingly important tool for law enforcement professionals in recent years, and this trend is going to accelerate in the future. The ability to capture, store and retrieve video and audio recordings of criminal and other activities using the latest digital technology is particularly critical in a world where the rights of individuals must be balanced with the ability of law enforcement, intelligence and military agencies to protect the homeland and local communities. I look forward to working closely with both John and Bill as the Company expands the capabilities of its digital technology and its 'footprint' within a variety of markets," concluded Ross

General Ashcroft was appointed U.S. Attorney General by President George W. Bush in December 2000, and he served in that position as a member of the President's Cabinet for the next four years. As one of the most high-profile and experienced Attorneys General in U.S. history, Mr. Ashcroft led the U.S. law enforcement community through the challenging and transformational period following the terrorist attacks on New York City and Washington, DC on September 11, 2001. His tenure was highlighted by forceful public advocacy of President Bush's anti-terrorism strategy.

As Attorney General, he reorganized the Justice Department to focus on its number one priority – to prevent further terrorist attacks. Leveraging every legal tool available to the government, including critical tools provided by the USA Patriot Act, the Justice Department initiated a tough anti-terrorism campaign that has assisted in disrupting over 150 terrorist plots worldwide, dismantling terrorist cells in cities across America, and convicting 191 individuals in terrorism-related investigations, to date.

General Ashcroft currently serves as Chairman of The Ashcroft Group, LLC, which provides confidential strategic consulting and crisis counseling to major international corporations.

In 1994, General Ashcroft was elected to the U.S. Senate, where he worked diligently to reduce crime and safeguard the rights of crime victims. He co-sponsored a bill that designated "911" as the universal emergency number and was a leader in passing legislation directly responsible for allowing U.S. companies to utilize more aggressive encryption technology. During his entire career as a senator, General Ashcroft served on the Commerce Committee, where he was an advocate for updating U.S. banking laws, the protection of consumer privacy, and increasing personal responsibility on the part of consumers.

From 1985 through 1993, Mr. Ashcroft served as Governor of Missouri, where he successfully balanced eight consecutive budgets. *Fortune* magazine rated him one of the top 10 education governors, and *Financial World* and *City and State* magazines credited him with making Missouri one of the best financially managed states. In 1991, he was elected Chairman of the non-partisan National Governors Association.

After graduating with "honors" from Yale University in 1964, Mr. Ashcroft earned his Juris Doctor from the University of Chicago in 1967.

From 1987 to 1993, Judge Sessions served as Director of the Federal Bureau of Investigation (FBI), having been appointed to that position by President Ronald Reagan. In 2000, he joined Holland & Knight LLP, one of the 15 largest law firms in the world, where he is currently a Partner.

Judge Sessions is admitted to practice law in Texas and is a member of the District of Columbia Bar, the State Bar of Texas, the San Antonio Bar Association, the Federal Bar Association, the American Bar Association, the American Bar Foundation, the Judicature Society, the William S. Sessions American Inn of Court and the National Association of Former United States Attorneys. Since June 2002, he has served on The Governor's Anti-Crime Commission in addition to serving as the Vice Chairman of the Governor's Task Force on Homeland Security for the State of Texas. He has also been appointed to serve on the American Bar Association's Task Force on Domestic Surveillance in the Fight Against Terrorism.

Following 10 years of private practice with law firms including Haley, Fulbright, Winniford, Sessions & Bice (1959-1969), Judge Sessions served as the Section Chief of the Government Operations Section of the Department of Justice in Washington, DC, the United States Attorney for the Western District of Texas, United States District Judge for the Western District of Texas, and the Chief Judge of that court, prior to his being appointed Director of the FBI in 1987.

Judge Sessions earned his Bachelor's Degree in Political Science and Economics from Baylor University in 1956 and his Juris Doctor from the Baylor University School of Law in 1958. He has received several Honorary Degrees and was selected to receive the 2002 Price Daniel Distinguished Public Service Award. The Judge was honored by Baylor University Law School as *Lawyer of the Year* in 1988.

About Digital Ally, Inc.

Digital Ally, Inc. is involved in the development, manufacturing and marketing of advanced technology products for law enforcement, homeland security and commercial security applications. The Company's primary development focus involves the field of Digital Video Imaging and Storage. For additional information, visit www.digitalallyinc.com

The Company is headquartered in Leawood, Kansas, and its shares are traded on the Pink Sheets 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 raise sufficient capital to implement its business plan; its ability to have all of its product offerings perform as planned or advertised; whether there will be a commercial market for one or more of its products; its ability to commercialize its products and production processes, generate sufficient revenues

and achieve profitability, including achieving \$10 million in revenues in 2006; whether the Company will be able to adapt its technology to new and different uses, including being able to introduce one new product in 2006; competition from larger, more established companies with far greater economic and human resources; its ability to attract and retain customers and quality employees; its ability to obtain patent protection on any of its products and, if obtained, to defend such intellectual property rights; 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 always 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", 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.

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