

DIGITAL ALLY, INC. TO SUPPLY IN-CAR DIGITAL VIDEO SYSTEMS TO WEST VIRGINIA STATE POLICE

ALL STATE, COUNTY AND MUNICIPAL LAW ENFORCEMENT AGENCIES IN WEST VIRGINIA AUTHORIZED TO PURCHASE DIGITAL ALLY SYSTEMS

LEAWOOD, Kansas (February 1, 2007) – Digital Ally, Inc. (OTC: DGLY), which develops, manufactures and markets advanced video surveillance products for law enforcement, homeland security and commercial security applications, today announced that it has received an initial purchase order from the West Virginia State Police for its ***DVM-500 Compact In-Car Digital Video Systems***, which are integrated into police vehicle rear-view mirror units.

Digital Ally has entered into a contract with the state police organization, with an effective date of January 1, 2007, that extends for a period of one year and can be renewed, upon mutual consent of the parties involved, for two successive one-year periods. The contract allows for all state, county, and municipal law enforcement agencies within the State of West Virginia to purchase *DVM-500* systems under the same terms and conditions as those provided the West Virginia State Police. The State Police has placed an initial order for 124 *DVM-500* systems. Orders from various individual law enforcement agencies throughout the State are being received as well.

“Law enforcement professionals are using more technology than ever before, and our *DVM* systems require less space in the patrol car than competing products,” noted Stanton E. Ross, Chief Executive Officer of Digital Ally, Inc. “With laptop computers, radios, radar guns, shotgun racks, and in-car video systems, there is very little room left in a police car. By integrating our state-of-the-art digital video technology into a rear-view mirror unit, Digital Ally’s GPS-enabled Compact Digital In-Car Video Systems retain the original utility of the mirror, while gaining the benefits of an in-car video system, thus freeing up critically important space elsewhere in the vehicle.”

“The West Virginia State Police and the Charleston Police Department tested and evaluated our *DVM-500* for several months, and we are extremely pleased to enter into a contract that authorizes all law enforcement agencies in the State to purchase and install our in-car digital video systems in their vehicles,” continued Ross. “This is our first state-wide contract and represents an exciting start to the New Year. We are negotiating with a number of other state police organizations and are optimistic that 2007 will be a year of impressive growth for Digital Ally.”

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 two new products 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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