

**DIGITAL ALLY, INC. TO PARTICIPATE IN 114TH ANNUAL
INTERNATIONAL ASSOCIATION OF CHIEFS OF POLICE
CONFERENCE OCTOBER 14-16, 2007**

**FORMER ATTORNEY GENERAL JOHN ASHCROFT TO REPRESENT COMPANY'S
ADVISORY BOARD AT CONFERENCE**

LEAWOOD, Kansas (September 24, 2007) – Digital Ally, Inc. (OTC BB: DGLY), which develops, manufactures and markets advanced video surveillance products for law enforcement, homeland security and commercial security applications, today announced that it will participate in the **114th Annual International Association of Chiefs of Police Conference**, which will be held at the Ernest N. Morial Convention Center in New Orleans, Louisiana, October 14-16, 2007. Digital Ally will be showcasing several new features that will greatly enhance its line of digital video surveillance products for the law enforcement industry at Booth #1843.

The Company also announced that former U.S. Attorney General John Ashcroft will be present at Digital Ally's booth (#1843) on Monday, October 15, 2007, from 11:30 a.m. until 2:00 p.m. General Ashcroft, who was appointed U.S. Attorney General in December 2000 by President George W. Bush, is a member of Digital Ally's Advisory Board, which is comprised of highly qualified individuals that can assist the Company in the achievement of its strategic objectives. "General Ashcroft, as one of the most high-profile and experienced Attorneys General in U.S. history, 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," noted Stanton E. Ross, Chief Executive Officer of Digital Ally, Inc. "He has a deep appreciation for the role that leading-edge technology must play in the post-9/11 world."

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 trade on the OTC Bulletin Board 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 continue 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 its products; its ability to commercialize its products and production processes, including increasing its production capabilities to meet orders; whether the Company will be able to adapt its technology to new and different uses, including being able to introduce new products; 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.

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