

DIGITAL ALLY, INC. CEO TO RING NASDAQ OPENING BELL ON FEBRUARY 28, 2008

FORMER ATTORNEY GENERAL JOHN ASHCROFT TO JOIN IN CELEBRATION OF NASDAQ CAPITAL MARKET LISTING

OVERLAND PARK, Kansas (February 20, 2008) – Digital Ally, Inc. (NASDAQ: DGLY), which develops, manufactures and markets advanced video surveillance products for law enforcement, homeland security and commercial security applications, today announced that its Chairman and Chief Executive Officer, Stanton E. Ross, will ring the NASDAQ Stock Market Opening Bell on Thursday, February 28, 2008. The event represents a celebration of the Company's listing on The NASDAQ Capital Market earlier this year.

Mr. Ross will be joined at the opening bell ceremony by other Digital Ally executives, members of the Board of Directors, and former U.S. Attorney General John Ashcroft, who is a member of the Company's Advisory Board.

"It is a pleasure and an honor to mark our Company's recent listing on The NASDAQ Capital Market by ringing the opening bell," stated Mr. Ross. "This important milestone is a tribute to the hard work, dedication and achievements of all our employees. I am thrilled to share the podium on February 28th with our executive management team and members of our Advisory Board, including John Ashcroft, who served as U.S. Attorney General under President George W. Bush."

"Digital Ally recently completed its second year of commercial operations with an estimated 2007 sales increase of more than 360% to over \$19 million," continued Mr. Ross. "Our innovative advanced digital surveillance products have made significant inroads in the marketplace and are currently being used by law enforcement agencies in all 50 U.S. states, the U.S. government, and 12 foreign countries."

Digital Ally's opening bell ceremony will be aired live at 9:30 a.m. Eastern Time at http://www.nasdaq.com/reference/marketsite_about.stm and on NASDAQ's MarketSite Tower at 43rd and Broadway in New York City. Investors interested in viewing the ceremony should log on to the above website approximately 10 minutes prior to 9:30 a.m. EST.

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 the field of 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".

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 have its product offerings perform as planned or advertised; whether there will be a commercial market, domestically and internationally, for one or more of its new products; its ability to commercialize its new products and production processes, including increasing its production capabilities to meet orders for its current products; its ability to continue increasing revenue and profits; 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:

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