



Digital Ally Added to FTSE Russell Microcap® Index

Lenexa, KS | July 2, 2019

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 it was added to the FTSE Russell Microcap® index yesterday at the conclusion of the 2019 FTSE Russell annual index reconstitution, effective July 1.

“We are very pleased for Digital Ally to have been added to the FTSE Russell Microcap® index,” commented Stan Ross, CEO of Digital Ally. “The increased exposure, recognition, and credibility of being part of the leading microcap index comes at an ideal time as we continue to make strides in expanding our business in established markets like law enforcement and in newer lines including commercial and consumer applications.”

Membership in the FTSE Russell Microcap® index, which remains in place for one year, means automatic inclusion in the appropriate growth and value style indexes. FTSE Russell determines membership for its Russell indexes primarily by objective, market-capitalization rankings and style attributes, offering a global platform for increasing the Company’s visibility and exposure to leading institutional investors worldwide.

Russell indexes are widely used by global investment managers and institutional investors for index funds and as benchmarks for active investment strategies, with approximately \$9 trillion in assets benchmarked their US indexes. Russell indexes are part of FTSE Russell, a leading global index provider. For more information on the Russell Microcap® index and the Russell indexes’ reconstitution, go to the “Russell Reconstitution” section of the [FTSE Russell website](#).

About FTSE Russell

FTSE Russell is a global index leader that provides innovative benchmarking, analytics and data solutions for investors worldwide. FTSE Russell calculates thousands of indexes that measure and benchmark markets and asset classes in more than 70 countries, covering 98% of the investable market globally. FTSE Russell index expertise and products are used extensively by institutional and retail investors globally. Approximately \$16 trillion is currently benchmarked to FTSE Russell indexes. For over 30 years, leading asset owners, asset managers, ETF providers and investment banks have chosen FTSE Russell indexes to benchmark their investment performance and create ETFs, structured products and index-based derivatives.

A core set of universal principles guides FTSE Russell index design and management: a transparent, rules-based methodology is informed by independent committees of leading market participants. FTSE Russell is focused on applying the highest industry standards in index design and governance and embraces the IOSCO Principles. FTSE Russell is also focused on index innovation and customer partnerships as it seeks to enhance the breadth, depth and reach of its offering. FTSE Russell is wholly owned by London Stock Exchange Group. For more information, visit www.ftserussell.com.

About Digital Ally

[Digital Ally](http://www.digitalallyinc.com)[®], headquartered in Lenexa, KS, specializes in the design and manufacturing of the highest quality video recording equipment and video analytic software. Digital Ally pushes the boundaries of technology in industries such as law enforcement, emergency management, commercial fleets, and consumer use. Digital Ally's complete product solutions include in-car and body cameras, cloud and local management software, and automatic recording technology. These products work seamlessly together and are simple to install and operate. Digital Ally products are sold by domestic direct sales representatives and international distributors worldwide.

For additional news and information please visit www.digitalallyinc.com or follow us on Twitter @digitalallyinc and Facebook www.facebook.com/DigitalAllyInc

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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 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: whether the FTSE Russell Microcap Index will have an impact on the trade market value or price on common stock. 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 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", "should", 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. Additional information respecting factors that could materially affect the Company and its operations are contained in its annual report on Form 10-K for the year ended December 31, 2018, and in its Quarterly Report on Form 10-Q for the three months ended March 31, 2019, as filed with the Securities and Exchange Commission.