

Photo Release -- Fashion Outlets of Chicago Chooses Daktronics Digital Outdoor Advertising Technology

Chicago's Newest Premier Outlet Mall Features the Area's Most Expansive Use of Outdoor LED Advertising

BROOKINGS, S.D., Oct. 7, 2013 (GLOBE NEWSWIRE) -- [The Fashion Outlets of Chicago](#), newly opened in Rosemont, Ill. and just minutes away from O'Hare International Airport, is now the closest outlet mall to the city of Chicago. The 530,000 square foot, two-level outlet mall features a stylish design and unique amenities that include approximately 18,500 square feet of [Daktronics](#) (Nasdaq:DAKT) digital outdoor LED video technology.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=21382>

Gracing the premier outlet mall's exterior façade, the 11 new LED displays feature static image advertising and mark the largest outdoor LED display installation at a North American shopping center development.

[Watch the LED advertising displays in action at Fashion Outlets of Chicago.](#)

Located along I-294 at the River Road and Balmoral Avenue exits, Fashion Outlets of Chicago is a mixture of more than 150 outlets, factory stores and brand-name retailers and is the first multi-level, fully enclosed outlet shopping center in the world. Co-Owners AWE Talisman and Macerich, one of the nation's leading regional mall operators and developers, are positioned to attract travelers flying in and out of O'Hare as well as the local community.

"The new digital displays advertise Fashion Outlets of Chicago's special events and promotions, along with retailers and restaurants located inside the facility, while also keeping spots available for purchase to outside advertisers," said Ann Ackerman, Vice President, Director of Marketing, AWE Talisman. "This presents an incredible opportunity to engage our consumers from the moment they approach the property."

Outdoor LED advertising provides outlet malls a means to carry out special marketing opportunities that engage consumers in brands while creating buzz and driving sustainable revenues. With the touch of a button, display operators can switch among advertisements featuring retailers inside the mall, social media promotions and exclusive mall events.

For more information about Fashion Outlets of Chicago's retailers, restaurants and venues, visit www.fashionoutletsofchicago.com.

Discover more information about Daktronics video solutions for shopping centers at: www.daktronics.com/shopping

ABOUT DAKTRONICS

Daktronics has strong leadership positions in, and is the world's largest supplier of, computer-programmable displays, large screen video displays, digital billboards, and electronic scoreboards and control systems. The company excels in the control of large display systems, including those that require integration of multiple complex displays showing real-time information, graphics, animation and video. Daktronics designs, manufactures, markets and services display systems for customers around the world, in sport, business and transportation applications. For more information, visit the company's World Wide Web site at: www.daktronics.com or e-mail the company at commercial@daktronics.com, call (605) 692-0200 ext. 56219 or toll-free (800) 325-8766 in the United States or write to the company at 201 Daktronics Drive PO Box 5128, Brookings, S.D. 57006-5128.

ABOUT FASHION OUTLETS OF CHICAGO

Fashion Outlets of Chicago, located in Rosemont, IL, is developed, owned and operated by AWE Talisman and Macerich. The 530,000 square foot fully enclosed structure spans two floors and includes a diverse portfolio of more than 130 outlets. The Fashion Outlets of Chicago opened August 1, 2013. For additional information, please visit our [website](#), like us on [Facebook](#) or follow us on Twitter and Instagram at [@FashionChicago](#).

SAFE HARBOR STATEMENT

Cautionary Notice: In addition to statements of historical fact, this news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and is intended to enjoy the protection of that Act. These forward-looking statements reflect the Company's expectations or beliefs concerning future events. The Company cautions that these and similar statements involve risk and uncertainties which could cause actual results to differ materially from our expectations, including, but not limited to, changes in economic and market conditions, management of growth, timing and magnitude of future contracts, fluctuations in margins, the introduction of new products and technology, the impact of adverse weather conditions and other risks noted in the Company's SEC filings, including its Annual Report on Form 10-K for its 2013 fiscal year. Forward-looking statements are made in the context of information available as of the date stated. The Company undertakes no obligation to update or revise such statements to reflect new circumstances or unanticipated events as they occur.

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