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RoninCast Digital Signage Becomes Key Advertising Medium for Grand Casinos

MINNEAPOLIS - January 30, 2007 -- Wireless Ronin Technologies, Inc. (Nasdaq: RNIN), a digital signage provider, announced today that it has installed its RoninCast digital signage system at Grand Casino Mille Lacs and Grand Casino Hinckley.

"Our installations at the Grand Casino locations demonstrate the flexibility of the RoninCast system", said Jeffrey Mack, President and CEO of Wireless Ronin Technologies. "We were able to develop custom digital signage solutions that work along with our standard RoninCast software to meet the specific needs of the casinos."

The RoninCast system has been installed in over 20 locations in each of the two Minnesota facilities, including entrances, hotel general areas, and the casino floor. The system allows Grand Casino staff to schedule and update displays in both casinos from one central off-site location. Promotional messages, event listings and casino advertising are among a few examples of applications in which the signage software will be utilized.

With custom digital signage solutions, jackpot pricing and progressive promotional jackpots are updated automatically in real-time on all RoninCast digital signage. The

progressive promotional jackpots have become a focus of the casinos' integrated marketing strategy.

"Wireless Ronin allows us to communicate the promotional jackpot excitement with sound, animation, and in real time. The technology creates casino-wide exhilaration of the jackpot; literally everyone can celebrate the win," said Heidi Hamers, Corporate VP of Marketing for Grand Casinos.

Unique to the installation at Grand Casino Hinckley is the incorporation of the facilities' sound system into the digital signage software. When a jackpot is hit, the RoninCast system prompts the signage and the DMX sound system to instantly switch to designated music and content, alerting customers that a promotional jackpot has been won.

"We believe RoninCast was chosen because of its flexibility and our ability to customize our technology to the specific requirements of the casinos' digital signage initiatives," Mr. Mack commented.

Wireless Ronin provided a range of services to the casinos, including project management, training, creative development, hardware procurement, fixturing and maintenance and support. More digital signage installations are planned at both facilities, including retrofitting duratrans on the end-caps of slot machine banks with flat panel displays in VIP areas and in an outdoor marquee application at Grand Casino Mille Lacs.

About Wireless Ronin Technologies

Wireless Ronin Technologies (www.wirelessronin.com) is the developer of RoninCast, a complete software solution designed to address the evolving digital signage marketplace. RoninCast provides clients with the ability to manage a digital signage network from one-central location. The software suite allows for customized distribution with network management, playlist creation and scheduling, and database integration. Wireless Ronin offers an array of services to support RoninCast, including consulting, creative development, project management, installation, and training. The company's common stock is traded on the NASDAQ Capital Market under the symbol "RNIN".

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