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RoninCast® Digital Signage Software Selected by Sign Biz®, Inc. for LobbyPOP™

Content Delivery

MINNEAPOLIS – March 14, 2007 – Wireless Ronin® Technologies (NASDAQ: RNIN), a Minneapolis-based digital signage provider, announced today that it has entered into an agreement with Sign Biz, Inc. to resell RoninCast digital signage software as the content management application for its LobbyPOP brand division.

“Through this agreement, Wireless Ronin has the potential to further penetrate a variety of retail, financial and corporate markets through our relationship with Sign Biz and their clients,” said Jeffrey Mack, president and CEO of Wireless Ronin Technologies. “Companies in the sign-making industry are looking for a digital signage solution to expand their palette of product offerings for clients. Sign Biz is putting itself on the cutting-edge of this industry trend.”

Through this agreement, Wireless Ronin expects to expand sales efforts by integrating the RoninCast digital signage software with LobbyPOP’s cutting-edge small business branding technology. More than 170 digital imaging dealers

in the Sign Biz network will now have access to the RoninCast digital signage system for their business clients.

“Our chain of imaging sign companies serves more than 500,000 small businesses across the United States and abroad,” explained Teresa M. Young, Sign Biz’s president and CEO. “The missing piece of this puzzle was a flexible media-scheduling and delivery system. We found this last piece in the RoninCast product.”

Under this agreement the LobbyPOP program will augment the Sign Biz member program. Sign Biz members will manage the sales, installation and project management of sign programs, while LobbyPOP will provide training, support, content, and maintenance related to the RoninCast digital signage software.

“The RoninCast software effectively meets the desires our customers have expressed to be able to efficiently manage and update the messaging in real time,” said Paul Strauch, vice president of Worldwide Product Development for Sign Biz, Inc. “We are very pleased to be able to add this software to our LobbyPOP product line.”

About Sign Biz[®], Inc. and LobbyPOP[™]

The LobbyPOP brand offers an exclusive Point of Purchase program that builds upon the growing trend for the use of digital media in signage and promotion.

The Sign Biz chain of 170+ LobbyPOP dealers offers a complete LobbyPOP branding package to small businesses. LobbyPOP dealers are fully trained in the

new technologies of “deco-advertising” including floor, wall, color, sound and multimedia systems to enhance the small business environment. Sign Biz, Inc. was the first such chain to fully engage in the digital imaging arena with a program that includes media content, interior design, sound, and installation services from one point-of-contact.

About Wireless Ronin® Technologies

Wireless Ronin Technologies (<http://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.”

This release contains certain forward-looking statements of expected future developments, as defined in the Private Securities Litigation Reform Act of 1995. The forward-looking statements in this release refer to our agreement with Sign Biz, Inc. These forward-looking statements reflect management's expectations and are based on currently available data; however, actual results are subject to future risks and uncertainties, which could materially affect actual performance. Risks and uncertainties that could affect such performance include, but are not limited to, the following: our estimates of future expenses, revenue and profitability; trends affecting our financial condition and results of operations; our ability to obtain customer orders; the availability and terms of additional capital; our ability to develop new products; our dependence on key suppliers, manufacturers and strategic partners; industry trends and the competitive environment; and the impact of losing one or more senior executives or failing to attract additional key personnel. These and other risk factors are discussed in detail in the

current filings on Form 8-K filed with the Securities and Exchange Commission on January 26, 2007.

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