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Wireless Ronin Expands Digital Signage Mall Project with NewSight Corporation

MINNEAPOLIS – May 1, 2007 -- Wireless Ronin Technologies (NASDAQ: RNIN), a Minneapolis-based digital signage provider, announced today that its digital signage mall project with NewSight Corporation has been expanded to include six additional mall locations throughout the U.S.

“We have enjoyed teaming with NewSight and look forward to managing its digital signage needs as it continues with the expansion of its mall advertising networks.” said Jeffrey Mack, president and CEO of Wireless Ronin Technologies.

The original proposal, accepted by NewSight in March of 2007, was for 13 malls in the Northeast region of the U.S. The majority of what will now be 19 mall installations are targeted to be completed during the second quarter of 2007.

“We are very excited to expand our relationship with Wireless Ronin,” said Linda Rosen, VP of operations for NewSight. “The RoninCast digital signage platform allows us to achieve our current advertising goals while offering the flexibility for our advertisers to target key demographics more effectively.”

Each mall’s digital signage installation includes up to thirty 42 inch LCD displays, a variety of which also have audio capability. The mall projects are

wirelessly networked and are maintained and updated by the Wireless Ronin Network Operations Centers located in Minneapolis, MN and Des Moines, IA. Revenue is generated for the digital signage networks through NewSight's advertising sponsors which include national and local brands and businesses.

"The Wireless Ronin operations team has been extremely responsive during the planning phase of this project and we look forward to working with them throughout the rollout of this project," added Ms. Rosen.

Wireless Ronin is offering a variety of services for the NewSight rollout which includes training, project management, installation, network hosting and maintenance and support. The Wireless Ronin project management team works hand-in-hand with each mall location to coordinate the installation and implementation of its network to ensure the least disruption to its day to day business.

About NewSight

NewSight (www.newsight.com), the global pioneer in dynamic visual solutions, has created a world of digital display solutions that offer complete market differentiation to its customers by combining breakthroughs from both its media and technology operations. NewSight supports two global operations: NewSight Media Solutions and NewSight Technologies. This recognizes the natural benefit of aligning the 3D technology and the network capabilities of NewSight.

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. An array of services are offered by Wireless Ronin to support RoninCast including consulting, creative development, project management, installation, hosting 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 the potential benefits associated with our arrangement with NewSight for its networks. 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 cautionary statement that appears in our Annual Report on Form 10-KSB filed with the Securities and Exchange Commission on March 28, 2007.

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