



14700 Martin Drive
Eden Prairie, MN 55344

Phone: 952.564.3500
Fax: 952.974.7887

Digital Signage Expo Honors Wireless Ronin Technologies for work with Zia,

Canterbury Park Racetrack and Card Club

MINNEAPOLIS – May 23, 2007 – Wireless Ronin Technologies (NASDAQ: RNIN), a Minneapolis-based digital signage provider and sponsor of the Digital Signage Expo 2007 (DSE) together with its clients, Zia and Canterbury Park Racetrack and Card Club, won top awards in the 2007 Digital Signage and Interactive Technology Awards held at DSE, formerly Digital Retailing Expo, in Chicago on May 16.

“We are very proud to be receiving this industry recognition for our RoninCast technology applications as well as our clients being recognized for their creative uses of digital signage,” said Jeffrey Mack, president and CEO of Wireless Ronin Technologies.

Zia, winner of the Retail Store category, is a retailer dedicated entirely to sleep and relaxation. Zia integrated Wireless Ronin’s RoninCast digital signage software as part of its store design to help facilitate sales of their wide range of sleep products, as well as creating a unique and inviting environment for its customers. With multiple displays and applications including projection, touch

screens, large format DLP and interactive kiosks, Zia has fully integrated RoninCast digital signage into the look and feel of the store environment.

“With RoninCast digital signage, we’ve been able to transform the Zia store experience,” said Jim Gabbert, creator of Zia. “The technology has been instrumental as a branding tool, as well as a tool to facilitate sales of our sleep products.”

Canterbury Park won the Environmental Design Integration Award for their incorporation of RoninCast digital signage in the Minneapolis/St. Paul International (MSP) airport within a custom-designed, branded enclosure. Canterbury is a top entertainment destination for the Twin Cities metro area offering live horse racing and a variety of card games.

Canterbury implemented the RoninCast digital signage system into two of the main baggage claim areas at the MSP airport, as well as at their Canterbury Park facility. Wireless Ronin and Canterbury Park worked together to form a strategy that would use digital signage to draw visitors from the airport to their Canterbury Park facility. With several applications both on-site and at the airport they are able to update their content at both facilities from one central location using both wireless and cellular networking technology.

“By working with Wireless Ronin we were able to develop a solution that could meet the strict guidelines set by the airport authority and also allows us to more easily update our marketing message with up-to-date events and messages,” said John Harty, vice president of marketing for Canterbury Park.

"Our Wireless Ronin messaging at the Twin Cities International Airport is an important part of our overall marketing strategy."

The contest, open to all Digital Signage Expo and Interactive Technology Expo exhibitors, was judged by members of the Visual Merchandising and Store Design (VMSD) magazine editorial staff. One award was handed out in each of the six contest categories. The Digital Signage Expo is the largest tradeshow dedicated entirely to the digital signage industry and technology.

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 is 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".

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Contacts:

INVESTORS:

John Witham – CFO

jwitham@wirelessronin.com

(952) 564 – 3520

MEDIA:

Holly Heitkamp - Marketing Coordinator

hheitkamp@wirelessronin.com

(952) 564 - 3560