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### Teva to Use Wireless Ronin's Digital Signage Solution

MINNEAPOLIS -- October 4, 2007 – Wireless Ronin Technologies (NASDAQ: RNIN), a Minneapolis-based [digital signage](#) provider, announced today that Decker's Outdoor Corporation ([www.deckers.com](http://www.deckers.com)), manufacturer of Teva outdoor footwear and other global lifestyle brands, will integrate the Wireless Ronin interactive digital signage program using RoninCast®, a digital signage software solution, ([www.wirelessronin.com](http://www.wirelessronin.com)) in retail locations that carry the Teva brand ([www.teva.com](http://www.teva.com)).

Teva is implementing the RoninCast digital signage software in a select group of five to ten Teva retailers in November. The program will officially go live across the nation in spring 2008 to 100 of their Outdoor Specialty Retailers across the country.

“We are very excited about being the digital signage partner for Teva,” said Jeffrey Mack, president and CEO of Wireless Ronin. “RoninCast is an exciting technology solution for the retail industry, bringing the Teva brand to life. This is yet another example of the traction RoninCast is gaining in the marketplace, across a broad spectrum of applications, and the tremendous value we provide our clients.”

RoninCast digital signage will help differentiate Teva by allowing customers to more intimately interact with and experience the footwear brand, the technology behind the footwear line, and the athletes who support it. Teva chose RoninCast digital signage for its ability to distribute content wirelessly across the digital signage network and the touch screen technology that delivers and displays rich media over a non-intrusive network infrastructure.

“The RoninCast digital signage technology offers a great experience for our consumer, bringing exceptional quality images that inform, educate, and inspire,” said Erin Manning, manager of Teva Retail Presence. “As a leading outdoor brand with over 20 years experience in producing performance footwear, Teva has a wealth of technology and heritage to communicate to our consumer. RoninCast digital signage is an efficient solution that allows us to feed this information to our consumers at the point of purchase. Best of all, we can make changes and update our content system-wide at any time at minimal cost.”

The RoninCast digital signage software is a user-friendly enterprise software solution that easily supports different networking and connectivity choices. The RoninCast digital signage software allows the user a choice of managing their own content and operation, or utilizing Wireless Ronin to manage content and system operations.

#### About Wireless Ronin Technologies

Wireless Ronin Technologies, Inc. ([www.wirelessronin.com](http://www.wirelessronin.com)) is the developer of RoninCast®, a complete digital signage 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 its digital signage software system, including consulting, creative development, project management, installation, hosting and training. The company's common stock is traded on the NASDAQ Global 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 expectations regarding the benefits of our RoninCast system to the retail industry and other matters. 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; the pace at which we complete installations and recognize revenue; trends affecting our financial condition and results of operations; our ability to convert proposals into customer orders; the ability of our customers to pay for our products and services; the revenue recognition impact of changing customer requirements; customer cancellations; the availability and terms of additional capital; our ability to develop new products and update existing products; our dependence upon key suppliers, manufacturers and strategic partners; industry trends and the competitive environment; the impact of losing one or more senior executives or failing to attract and retain additional key personnel; and our ability to successfully integrate the operations of acquired businesses. These and other risk factors are discussed in detail in the Company's Current Report on Form 8-K filed with the Securities and Exchange Commission on August 10, 2007. The Company disclaims any obligation to update such forward-looking statements after the date of this release.*

*Wireless Ronin® and RoninCast® are registered trademarks of Wireless Ronin Technologies, Inc. All other trademarks referred to above are the property of their respective owners.*

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