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Chrysler Canada Chooses Digital Signage Technology by Wireless Ronin  
Company Launches Initial Test

MINNEAPOLIS (October 9, 2007) – Wireless Ronin Technologies, Inc. (NASDAQ: RNIN), a Minneapolis-based digital signage technology & software provider, announced today that Chrysler Canada is testing its interactive [digital signage](#) program using RoninCast® software. The RoninCast digital signage system is integrated into the existing Chrysler Canada Vehicle Information Center (VIC) interactive kiosk program in showrooms and service departments. The RoninCast solution provides up-to-date information and benefits of Chrysler vehicles to consumers and provides sales support utilizing 50 inch touch screen monitors. The initial test involves ten dealers across Canada. Contingent upon a successful test, Chrysler Canada plans to roll-out the program nationally in 2008.

“We are excited that Chrysler is utilizing our RoninCast software to manage their interactive digital signage program,” said Jeffrey Mack, president and CEO of Wireless Ronin Technologies. “By Chrysler Canada choosing Wireless Ronin for this very important initiative, we believe that this is further proof of the acceptance of our best-in-class technology in the marketplace. We

are committed to the success of this project and ensuring that we meet or exceed their expectations with our cutting-edge software.”

Chrysler Canada, and their agency, BBDO Windsor, are utilizing RoninCast, a digital signage software solution, in dealership showrooms, service departments and at special events to demonstrate and promote Chrysler vehicle features and benefits to customers.

“The RoninCast digital signage system is a unique technology that will greatly enhance our sales support experience,” said Pearl Davies, Senior Manager National Advertising/Direct Marketing for Chrysler Canada. “It is important to bring an equally innovative partner to our team to demonstrate our product features and benefits in a relevant and meaningful way. Wireless Ronin provided an all-in-one creative solution.”

This web-updateable system provides just-in-time content to Chrysler’s interactive Vehicle Information Center. Chrysler chose this system for its ease-of-use, updatability, and wireless management from a central location.

### **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 RoninCast, 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 automotive 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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