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Travelocity Chooses Wireless Ronin's Digital Signage Solution

Digital Signage Drives Travel and Entertainment Ticket Sales at Las Vegas Locations

MINNEAPOLIS (October 10, 2007) – Wireless Ronin Technologies, Inc. (NASDAQ: RNIN), a Minneapolis-based digital signage system provider today announced that Travelocity has implemented RoninCast® dynamic digital signage in its booth at McCarran International Airport. This installation is the tenth installation for Wireless Ronin at Travelocity On Location sites in Las Vegas. Additionally, the scalability inherent within the Wireless Ronin system will allow flexibility for future Travelocity On Location deployments.

RoninCast digital signage is integrated into Travelocity On Location booths located in high-traffic locations. Wireless Ronin's digital signage allows customers to experience entertainment and travel options through its digital signage software solution, RoninCast. Stunning images and up-to-date information make it easy for consumers to visualize their options and directly book their tickets through Travelocity On Location agents or through Travelocity.com

“We are very excited about providing a digital signage solution for Travelocity On Location and the experience it offers the consumer,” said Jeffrey Mack, president and CEO of Wireless Ronin. “RoninCast is an exciting technology solution for the entertainment and travel industry, bringing the experience to life and offering an immediate call to action to book tickets. 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.”

Supporting RoninCast digital signage technology is Schedule Builder™, a solution that allows real-time content and schedule creation and change on the client’s preferred timeline. Combined with flexible content compatibility, this digital signage solution provides customers with a unique experience in making their travel and entertainment choices.

“This dynamic signage technology offers a great experience for our customer with exceptional quality images leading them to purchase show tickets, tours and more with our agents on site,” said Glen Harvell, vice president and general manager, Travelocity On Location. Best of all, we can make changes and update our offerings 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) is the developer of RoninCast®, a complete digital signage software solution designed to address the evolving digital signage marketplace. RoninCast digital signage 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."

About Travelocity / Travelocity On Location

Travelocity is committed to being the traveler's champion - before, during and after the trip and guarantees everything about a customer's booking will be right. If it's not, Travelocity will work with its partners to make it right, right away. This customer-driven focus, backed by live 24/7 phone support, great prices and powerful shopping technology has made Travelocity the fifth largest travel agency in the U.S. - booking \$7.4 billion in travel worldwide in 2005. Based in Southlake, Texas, Travelocity also owns and operates Travelocity Business(SM) and GetThere for corporate travelers, lastminute.com, a leader in European

online travel and ZUJI, a leader in Asia-Pacific online travel. Travelocity is owned by Sabre Holdings Corporation (NYSE:TSG), a world leader in travel commerce.

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 travel and entertainment 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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