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Checkpoint Systems to Integrate Wireless Ronin Digital Signage Technology into
Loss Prevention Products

MINNEAPOLIS - January 3, 2008 – Wireless Ronin Technologies, Inc. (NASDAQ: RNIN), a Minneapolis-based [digital signage](#) provider, announced today that Checkpoint Systems, Inc. will integrate its RoninCast interactive digital signage software, into its 32-inch Advanced Public View monitoring system. Checkpoint is a leading provider of loss prevention solutions to the global retail industry. Checkpoint Systems chose the Wireless Ronin digital signage technology for its ability to easily integrate into and enhance its existing Clarity product line.

“Checkpoint’s integration of the RoninCast digital signage technology to its current product offerings is a great example of how the benefits can reach far beyond sales lift and support loss prevention initiatives,” said Jeffrey Mack, president and CEO of Wireless Ronin Technologies. “Many of Checkpoint’s customers currently have hardware or loss prevention systems in place; adding digital signage is a key value-add for those programs.”

Wireless Ronin’s digital signage software, RoninCast, combined with Clarity from Checkpoint allows companies to effectively share a 32” display

between loss prevention efforts and digital signage efforts. RoninCast's unique control and scheduling options will allow hierarchical control based on customers' business needs. Checkpoint has released the combined digital signage product to their national sales group and expects customer introduction beginning Q1 2008.

"The RoninCast software is a unique technology that will enhance our video product line and improve the customer experience in retail stores," said Nicholas Khalil, President of North America, Checkpoint Systems. "We are pleased to have an innovative partner like Wireless Ronin to add to our product line and raise the bar for our industry."

About Checkpoint Systems, Inc.

Checkpoint Systems, Inc. is the leading supplier of retail shrink management solutions. Checkpoint's global team helps retailers - and their suppliers - reduce theft, increase inventory visibility and provide consumers with greater merchandise availability through the company's rapidly evolving RF technology, expanding shrink management offerings and Check-Net labeling solutions. Checkpoint has more than one million RF devices installed in stores today and has secured more than 100 billion products. Scaling cost efficiently, Checkpoint's solutions provide increased revenues and profits to a fast-growing community of successful retailers and a superior experience for their consumers. Listed on the NYSE (NYSE:CKP), Checkpoint operates in every geographic market and employs 3,200 people worldwide. For more information, visit www.checkpointsystems.com.

About Wireless Ronin Technologies

Wireless Ronin Technologies (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 loss prevention 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 November 27, 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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