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Wireless Ronin Digital Signage to be Showcased during
2008 Chrysler Auto Show Tour

MINNEAPOLIS – January, 14, 2008 - Wireless Ronin Technologies, Inc. (NASDAQ: RNIN), a Minneapolis-based [digital signage](#) provider, announced today that Chrysler LLC. will showcase its Vehicle Information Center (VIC), using RoninCast® digital signage software, during its 2008 Auto Show events throughout the U.S. and Canada.

“Chrysler’s application of RoninCast in the VIC program is a great way to showcase its newest offerings in a dynamic and engaging format that can be tailored for specific event requirements,” said Jeffrey Mack, president and CEO of Wireless Ronin Technologies. “We believe RoninCast is an ideal solution for supporting these high-value, sophisticated car sales, because of its interactivity and wireless mobility. The flexibility of RoninCast digital signage allows the system to be taken on the road and updated via the internet.”

The VIC program, utilizing 50 inch touch screen monitors, is designed to provide an interactive experience allowing users to navigate through Chrysler, Jeep and Dodge products and services. The goal is to bring prospective buyers closer to a purchase decision by allowing them to learn more about the key features of selected vehicles, specify a model of interest and select packages, options, colors and Mopar Accessories to build and price their model of choice. Consumers can also conduct side-by-side comparisons of their selected models.

The Chrysler Auto Show tour contains more than 15 stops that will utilize the Vehicle Information Center and begins during January of 2008 with stops including Detroit (Jan 19-27), Montreal (Jan 18-27), Chicago (Feb 9-17), Toronto (Feb 15-24) and New York (Mar 22-30). Along with showcasing new products at auto shows, the digital signage version of the VIC program is being tested in Chrysler dealership locations throughout Canada with plans for a 2008 national dealer rollout in Canada.

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 automobile 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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