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### Wireless Ronin to Operate Reuters JumboTron Display in London

MINNEAPOLIS – January 15, 2008 –Wireless Ronin Technologies, Inc. (NASDAQ: RNIN), a Minneapolis-based digital signage provider, today announced it has expanded the scope of work for the Reuters InfoPoint program and will begin running operations for the Reuters JumboTron<sup>®</sup> video display located in Canary Wharf in May, 2007, Wireless Ronin began providing software and hosting services for InfoPoint, Reuters Global Digital Signage Network. Reuters is the world's largest international multimedia news agency providing information for professionals in the financial services, media and corporate markets.

“Canary Wharf truly showcases RoninCast<sup>®</sup> software's ability to interface with a wide range of hardware including large format outdoor LED displays,” said Jeffrey Mack, president and CEO of Wireless Ronin. “Reuters has seen the proven performance of RoninCast software through their InfoPoint program and has extended that reach to new applications such as Canary Wharf.”

The Reuters InfoPoint service is a news, information and pictures digital signage display network. Designed for public spaces, lobbies, waiting areas and walk ways, viewers get a comprehensive world news summary in just two and a

half minutes without the need for sound. The Wireless Ronin® solution is currently deployed at over 60 InfoPoint sites in 16 countries. Another 40 Reuters deployments are scheduled to occur in Q1, 2008, including JumboTrons in Singapore and Toronto.

“Wireless Ronin’s RoninCast software allows us to provide a scalable solution with central control and local flexibility,” said Christopher Burt, Reuters’ global digital signage product manager. “Ronin’s Network Operations Center (NOC) has allowed us to install screens quickly with the round the clock service required for global deployments.”

#### About Wireless Ronin Technologies

Wireless Ronin Technologies ([www.wirelessronin.com](http://www.wirelessronin.com)) is the developer of RoninCast, a complete 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 are 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 the potential benefits associated with our contracts with Reuters. 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 revenue recognition impact of changing customers requirements; customer cancellations; the availability and terms of additional capital; our ability to develop new products; and updating 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 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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