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Wireless Ronin Technologies Launches RoninCast for Automotive  
at Digital Signage Expo in Las Vegas

MINNEAPOLIS, MN – February 20, 2008 – Wireless Ronin Technologies, Inc. (NASDAQ: RNIN), a Minneapolis-based worldwide [digital signage](#) provider, announced today the launch of its RoninCast® digital signage system specifically designed for the automotive industry. RoninCast for Automotive will be showcased at the Digital Signage Expo held at the Las Vegas Convention Center on February 27-28, 2008.

RoninCast for Automotive was developed based on the expertise gained from the company's extensive experience in delivering large scale interactive sales support solutions to automotive manufacturers and dealers.

"RoninCast for Automotive has been designed to engage today's sophisticated automotive shopper." said Jeffrey Mack, president and CEO of Wireless Ronin Technologies, "We recognize that today's consumer has very specific expectations and demands when they walk into an automotive dealership. Our system not only addresses these expectations but also assists the dealer in managing the sales process. RoninCast for Automotive is the first of its kind for the automotive sector and is another example of our commitment to pioneering innovative solutions for the digital signage industry. Our initiatives in

automotive exemplify our goal to provide full-featured, industry specific solutions for each of the verticals that we have targeted.”

The RoninCast for Automotive system includes a wireless approach to managing and delivering real-time, sales-closing information to key areas of the automotive dealership. Additionally, the new system includes fully configurable network and content management software, dealer ad planner tools, pre-packed content channels, hardware, technical support, and hosting. Optional touch screens have the ability to interact with customers by delivering detailed product information, competitive comparisons and dealer inventory on demand.

Beyond its in-dealership benefits, RoninCast for Automotive has also been designed to meet the needs of special events like auto shows and mobile marketing tours by integrating powerful lead generation and dealer locator tools.

“By providing the flexibility to integrate brand messaging with regional and local dealer content, RoninCast for Automotive delivers a comprehensive digital signage solution that addresses the ever-changing needs of today’s automotive marketers,” explained Mr. Mack.

Wireless Ronin Technologies is the Presenting Sponsor of the 2008 Digital Signage Expo. For more information or to register to attend the conference, please visit <http://www.digitalsignageexpo.net/>.

#### 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 digital signage software 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 digital signage software, 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 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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