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Wireless Ronin Technologies Honored for Work with KFC, Ford and Carnival  
Receiving Three Awards at the Digital Signage Expo 2008

MINNEAPOLIS – February 28, 2008 - Wireless Ronin Technologies, Inc. (NASDAQ: RNIN), a Minneapolis-based worldwide [digital signage](#) provider and Presenting Sponsor of the Digital Signage Expo 2008 (DSE) together with its clients KFC, Ford Motor Company and Carnival Corporation, announced today it was honored with three of the six digital signage awards at DSE during the awards ceremony February 27<sup>th</sup> at the Las Vegas Convention Center.

“We are very honored to be the recipient of three of the six prestigious awards handed out at our premier industry event,” said Jeffrey Mack, president and CEO of Wireless Ronin. “With our awards from DSE last year, our company has been the recipient of five of the past 12 awards. We are very proud of this industry acknowledgement which represents the hard work and dedication of our team at Wireless Ronin.”

Wireless Ronin received awards for three projects out of the 58 total nominations received for 2008. The awards include Kentucky Fried Chicken (KFC) for Environmental Design Integration, Ford Motor Company for their Ford

SYNC program in the Interactivity Innovation category and Carnival Corporation in the Hospitality category.

KFC took home the Environmental Design Integration award for their ability to seamlessly integrate RoninCast® digital menu boards into their in-store environments. Using the same in-store space that has been used for traditional menu boards, KFC is now able to enhance their menu board advertising with video and animation, while easily updating pricing and product offerings from a central location.

The Ford SYNC program was awarded in the Interactivity Innovation category for their cutting-edge use of touch screen technology to introduce the new Ford SYNC program to its customers. Alteris Group worked with Wireless Ronin and Ford and directed the creative content and project management for the interactive program which simulates the features of this product and how it integrates with their vehicles.

“The Ford SYNC product is a unique technology that will greatly enhance the customer explanation experience for Ford’s customers,” said Alteris Group co-owner, John Thompson. “It was important to bring an equally innovative partnership team to Ford Motor Co. to demonstrate product features and benefits in a relevant and meaningful way. Wireless Ronin provided an all-in-one interactive solution that mirrors the advanced level of technology in the Ford SYNC product.”

Top Hospitality honors went to Carnival Corporation for their use of RoninCast digital signage to enhance the environment in their gaming locations.

By using digital signage Carnival is able to continually update information and content for casino activities. In addition Carnival has integrated their progressive jackpot into the displays using Wireless Ronin's Database Manager.

"By installing Wireless Ronin's system in our shipboard casinos we have been able to add a new dimension to our casino promotions," said Robert Bender, Marketing Manager of Carnival Corporation Casino Division. "Action-packed progressive displays have greatly enhanced the appeal of slots to our customers and we are now able to provide our guests with more information in an attractive and compact mode. Wireless Ronin has allowed us to remove much of the free standing signage and paper promotional collateral, freeing up valuable space on board," added Mr. Bender.

The Digital Signage Awards, judged by a third party group of industry professionals, was open to all DSE exhibitors in the 2008 show. One award is handed out in each of the six categories. The Digital Signage Expo is the largest international tradeshow solely dedicated to the digital signage industry and related technology.

### **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."

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