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5929 Baker Road, Suite 475  
Minnetonka, MN 55345

Phone: 952.564.3500  
Fax: 952.974.7887

Wireless Ronin Technologies Awarded for Digital Signage Networks with KFC  
and Reuters by POPAI at GlobalShop 2008

MINNEAPOLIS – March 26, 2008 - Wireless Ronin Technologies, Inc. (NASDAQ: RNIN), a Minneapolis-based worldwide digital signage provider and Digital Signage Sponsor of GlobalShop 2008, together with its customers KFC and Reuters, announced today it was honored with two silver digital signage awards by Point-of-Purchase Advertising International (POPAI) during its 50<sup>th</sup> annual Outstanding Merchandising Achievements (OMA) awards ceremony held on March 19th.

“We are very honored to be recognized for our work again this year by the point-of-purchase industry through the POPAI association,” said Jeffrey Mack, president and CEO of digital signage provider, Wireless Ronin. “This year celebrated the association’s 50<sup>th</sup> year of recognizing point of purchase innovation and for digital signage to play such a large role in the awards shows the penetration this technology is showing in the industry.”

In the Hospitality/Entertainment category Wireless Ronin, along with KFC, received the top award for digital signage networks. KFC was awarded for their ability to seamlessly integrate RoninCast® digital signage 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 utilize digital signage to enhance their menu board advertising with video and animation, while easily updating pricing and product offerings from a central location.

In the Government/Education/Corporation Network category Wireless Ronin and Reuters received a silver award for the InfoPoint program. The Reuters InfoPoint program is a live news, information and pictures digital signage display network designed for the out-of-home market. The digital signage network is designed for public spaces, lobbies, waiting areas and walk ways. Viewers get a comprehensive world news summary in just two and a half minutes with no need for sound.

The Digital Signage Awards were held in conjunction with POPAI's OMA Awards on March 19<sup>th</sup>, 2008 at McCormick Place in Chicago. The OMA contest continues to be the digital signage industry's largest and longest running awards contest. The annual competition recognizes the most innovative and effective marketing at-retail displays and programs that lift sales and make products memorable and enticing to consumers.

### **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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**Contacts:**

INVESTORS:

John Witham – CFO

[jwitham@wirelessronin.com](mailto:jwitham@wirelessronin.com)

(952) 564 – 3520

MEDIA:

Holly Heitkamp - Marketing Specialist

[hheitkamp@wirelessronin.com](mailto:hheitkamp@wirelessronin.com)

(952) 564 - 3560