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Digital Signage Whitepaper Released by Wireless Ronin Technologies for  
Automotive Dealers and Manufacturers

MINNEAPOLIS, MN – April 9, 2008 – Wireless Ronin Technologies, Inc. (NASDAQ: RNIN), a Minneapolis-based worldwide digital signage provider, announced today the release of a free whitepaper entitled “The Automotive Dealer’s Guide to Digital Signage.” Available at [www.wirelessronin.com](http://www.wirelessronin.com) the whitepaper helps automotive dealers and manufacturers gain a solid grasp on the digital signage industry.

Included in the whitepaper is information on why digital signage has grown so quickly and what questions automotive dealers and manufacturers should be asking before selecting a digital signage company. It also includes the top three challenges faced by dealerships that digital signage addresses, the top three myths surrounding digital signage solutions and the four types of digital signage companies.

“We have made a commitment to provide solutions that meet the needs of our automotive partners. The launch of our RoninCast for Automotive system was just the beginning,” said Rob Whent, president of Wireless Ronin Technologies (Canada). “We are following that commitment through by continuing to provide valuable resources that will serve the automotive sector.”

“The Automotive Dealer’s Guide to Digital Signage” is only the first in a series of whitepapers specifically written for the automotive industry and is available at

www.wirelessronin.com. Wireless Ronin Technologies intends to issue additional informative whitepapers throughout the upcoming year.

### About Wireless Ronin Technologies

Wireless Ronin Technologies (www.wirelessronin.com) is the developer of RoninCast®, a complete software solution designed to address the evolving digital signage marketplace.

RoninCast® 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. Wireless Ronin offers an array of services to support RoninCast® software including consulting, creative development, project management, installation, and training. The company's common stock is traded on the NASDAQ Global Market under the symbol "RNIN".

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