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Wireless Ronin Names Linda Hofflander
Vice President and Chief Marketing Officer

MINNEAPOLIS – August 20, 2008 - Wireless Ronin Technologies, Inc. (NASDAQ: RNIN), a Minneapolis-based worldwide digital signage provider, today announced Linda Hofflander, Wireless Ronin’s director of marketing, has been appointed as vice president and chief marketing officer.

Ms. Hofflander, who joined Wireless Ronin in July 2007, will be responsible for all aspects of Wireless Ronin’s corporate marketing operations globally, including brand marketing, customer intelligence and corporate communications.

“Linda brings a strong strategic focus with the right amount of creative energy to achieve outstanding results,” said Jeffrey Mack, chairman, president and CEO of Wireless Ronin Technologies. “Her extensive experience in communications makes her a perfect ‘growth champion’ to lead Wireless Ronin’s marketing and brand development effort.”

Prior to joining Wireless Ronin, Ms. Hofflander held senior level marketing positions with digital signage experience at Gabberts and John Ryan Performance. In these roles she was involved in strategic planning, branding and

experiential marketing. While at Gabberts, Ms. Hofflander oversaw expansion of the company's product offerings in-store by enhancing the experience through digital signage and led the effort in aligning communications across all media channels.

Ms. Hofflander will report to Mr. Mack and is based out of the Wireless Ronin headquarters office in Minneapolis, Minn.

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 facilitates 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 trades on the NASDAQ Global Market under the symbol "RNIN".

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