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Wireless Ronin's Digital Menu Boards Named to VMSD
Magazine's List of Best New Products of 2008

MINNEAPOLIS, MN – December 10, 2008 – Wireless Ronin Technologies, Inc. (NASDAQ: RNIN), a Minneapolis-based worldwide [digital signage](#) provider, announced that its **RoninCast digital menu board** system product for the KFC program was named to the Visual Merchandising and Store Design (VMSD) magazine's Best New Products of 2008 list in the publication's December issue.

"To be recognized by this industry-leading retail magazine among all of the great retail products launched this year, and to be the only digital media honoree, is a great honor for Wireless Ronin," said Scott Koller, EVP of sales and product management.

Each year VMSD magazine reviews hundreds of new products released to the retail industry. In putting together the Best of 2008 list, VMSD editors considered all products submitted for editorial coverage as well as award winners from competitions within the industry through the year. The KFC digital menu board product had been recognized at the **Digital Signage Expo** in February at their annual show with the award for Best Environmental Design Integration.

"Wireless Ronin's digital menu board product was recognized for its outstanding ability to provide a cutting-edge technology that fits KFC's store interior and provided KFC with great flexibility to update its marketing and advertising messages," said Kristin D. Godsey, associate publisher for VMSD magazine.

Wireless Ronin will be showing this work at the Digital Signage Expo in February located in Las Vegas. For more information on Wireless Ronin, to receive a show registration discount and to sign up for Retail Webinars please visit the website at www.wirelessronin.com.

About Wireless Ronin Technologies, Inc.

Wireless Ronin Technologies (www.wirelessronin.com) is the developer of RoninCast®, a complete software solution designed to address the evolving digital signage marketplace. Wireless Ronin provides clients with a complete, turnkey digital signage system which allows the ability to manage a digital signage network from one central location. The RoninCast® digital signage 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 trades on the NASDAQ Global Market under the symbol "RNIN."

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