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Source: Wireless Ronin Technologies, Inc.

Wireless Ronin Reports 2006 Fourth Quarter and Full Year Results

2006 Highlights Include:

- -- More than 340 percent increase in revenue from 2005
- -- Gross margin expansion to 51 percent
- -- Improved balance sheet and liquidity
- -- Growth in strategic reseller relationships

MINNEAPOLIS, Feb. 16, 2007 (PRIME NEWSWIRE) (PRIMEZONE) -- Wireless Ronin Technologies, Inc. (Nasdaq: RNIN) today announced its financial results for the 2006 fourth quarter and full year. The company reported revenue of \$1.2 million for the fourth quarter of 2006, in comparison to \$0.2 million during the fourth quarter of 2005, a net loss of \$8.5 million compared to a net loss of \$1.5 million last year, and a basic and diluted loss per share of \$2.33 compared to \$1.98 last year. The increase in net loss for the 2006 fourth quarter was primarily attributable to increased operating costs as well as higher interest expense. The greater amount of interest expense was due to higher debt levels, the early retirement of long- and short-term debt and the recording of additional beneficial conversion during the period. The majority of the interest expense was non-cash. The increase in basic and diluted loss per share was primarily due to the increase in interest expense and operating costs, reduced by the increase in shares outstanding. Fourth-quarter results also include costs of approximately \$166,000 after-tax, or \$0.05 per basic and diluted share, of non-cash stock option expense related to FAS123R. The company adopted FAS123R for reporting purposes in the first quarter of 2006.

Jeffrey Mack, Wireless Ronin Technologies, Inc. chairman, president and chief executive officer, said, "I am excited by our accomplishments in the fourth quarter and the progress we made toward our future profitability objectives. During the quarter and the year, we improved sales and gross margin levels, significantly added to our sales pipeline, invested in technology improvements and took steps to better position our company for the future. The closing of our initial public offering in November allowed us to reduce our debt and interest expense going forward, improve liquidity and create a solid platform for growth."

Full Year 2006 Results

For the 2006 full year, the company reported revenue of \$3.1 million compared to \$0.7 million in 2005, a net loss of \$14.8 million compared to a net loss of \$4.8 million last

Recent Quote for RNIN

Last Trade: \$ 6.39

Trade Time: 02/16/2007 ET

Change: +0.04

(+0.629919%)

Prev Close: +0.04

52-Wk Range: 3.50 - 8.36

Other News Releases from Wireless Ronin Technologies, Inc.

Wireless Ronin Technologies
Installed RoninCast Digital
Signage Software 2.3 on Carnival
Cruise Lines' New Carnival
Freedom - Feb 15, 2007

Wireless Ronin Technologies
Repurchases Digital Signage
Software License for the Gaming
Industry - Feb 14, 2007

RoninCast Digital Signage
Selected to Improve Shopping
Experience - Feb 13, 2007

Wireless Ronin Technologies
Partners With Brookview
Technologies to Offer an All-inOne Digital Signage Solution - Feb 6,
2007

Wireless Ronin Sets Date and Time for Fourth Quarter and Full Year 2006 Financial Results - Feb 6, 2007

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FAS123R for reporting purposes in the first guarter of 2006.

year, and a basic and diluted loss per share of \$9.71 compared to \$7.18 last year. The increase in net loss during 2006 is primarily attributable to increased operating expenses as well as higher interest expense. The greater amount of interest expense was due to higher debt levels, the early retirement of long- and short-term debt and the recording of additional beneficial conversion during the year. The increase in basic and diluted loss per share was due primarily to the increase in interest expense and operating costs and reduced by the increase in shares outstanding. The 2006 results also included costs of approximately \$787,000 after-tax, or \$0.52 per basic and diluted share, of non-cash stock option expense related to FAS123R. The company adopted

Other Items

In 2006, gross margins averaged 50.9 percent, as compared to a gross margin loss of 32.3 percent in 2005. The change reflected increased sales activity, a decrease in costs associated with inventory reductions due to obsolescence and the recognition of certain license fees in 2006.

General and administrative expense during the 2006 fourth quarter was \$1.1 million compared to \$0.5 million during the same period last year, primarily reflecting higher staffing levels. Increased expenses also resulted from higher professional services fees and FAS123R-related expenses.

Cash and marketable securities at the end of 2006 was approximately \$15.5 million compared to \$0.1 million at the end of 2005, reflecting proceeds from the company's initial public offering. Due to the company's loss carryforward position, it does not currently pay income taxes.

The company has provided historical data for the statement of operations in an attachment called "2006 Supplementary Quarterly Financial Data." This schedule shows each of the four quarters of 2006 for the major income statement items for purposes of year-over-year comparisons going forward.

Full Year 2007 Guidance and Business Outlook

For 2007, Wireless Ronin Technologies anticipates revenue in the range of \$15 million to \$20 million.

"Last year was truly a transitional year for the company and we achieved several key milestones," concluded Mack. "We dramatically expanded sales and deepened our strategic relationships with our reseller partners and invested in product development. With the successful completion of our IPO during the fourth quarter, we streamlined our balance sheet to support our highly leverageable business model and achieve our financial goals. We enter 2007 excited at the opportunities that we see to grow market share and reach our targeted profitability objectives."

A conference call to review the fourth quarter and full-year results is scheduled for today at 9:00 a.m. (CST). A live Webcast of Wireless Ronin's earnings conference call can be accessed on the Investor section of its corporate Web site at www.wirelessronin. com. Alternatively, a live broadcast of the call may be heard by dialing (888) 633-9563 inside the United States or Canada, or by calling (706) 679-6372 from international locations. An operator will direct you to the Wireless Ronin conference call. A Webcast replay of the call will be archived on Wireless Ronin's corporate Web site. An archive of the call is also accessible via telephone by dialing (800) 642-1687 domestically and (706) 645-9291 internationally with pass code 8437091. The conference call archive will be available through March 2, 2007.

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. RoninCast provides clients with the ability to manage a digital signage

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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 are offered by Wireless Ronin to support RoninCast including consulting, creative development, project management, installation, and training. The company's common stock is traded on the NASDAQ Capital Market under the symbol "RNIN".

The Wireless Ronin Technologies, Inc. logo is available at http://www.primenewswire.com/newsroom/prs/?pkgid=3208

This release contains certain forward-looking statements of expected future developments, as defined in the Private Securities Litigation Reform Act of 1995. The forward-looking statements in this release refer to our anticipated revenue, our expected profitability and other matters. These forward-looking statements reflect management's expectations and are based on currently available data; however, actual results are subject to future risks and uncertainties, which could materially affect actual performance. Risks and uncertainties that could affect such performance include, but are not limited to, the following: our estimates of future expenses, revenue and profitability; trends affecting our financial condition and results of operations; our ability to obtain customer orders; the availability and terms of additional capital; our ability to develop new products; our dependence on key suppliers, manufacturers and strategic partners; industry trends and the competitive environment; and the impact of losing one or more senior executives or failing to attract additional key personnel. These and other risk factors are discussed in detail in the Company's Current Report on Form 8-K filed with the Securities and Exchange Commission, on January 26, 2007.

WIRELESS RONIN(R) TECHNOLOGIES, INC. BALANCE SHEETS DECEMBER 31, 2006 and 2005 (UNAUDITED)

	2006	2005
ASSETS		
CURRENT ASSETS Cash and cash equivalents Marketable securities - held to maturity Accounts receivable, net Inventories Prepaid expenses and other current assets	1,128,730 255,850	\$ 134,587 - 216,380 391,503 25,717
Total current assets	16,999,503	768,187
PROPERTY AND EQUIPMENT, net	523,838	384,221
OTHER ASSETS		
Deposits	22,586	
Deferred financing costs, net	-	143,172
Total other assets	22,586	160,763
TOTAL ASSETS	\$17,545,927	\$ 1,313,171
LIABILITIES AND SHAREHOLDERS' EQUITY (DEFICIT)	=======	=======
CURRENT LIABILITIES Bank lines of credit and notes payable Short-term notes payable	\$ -	\$ 844,599
- related parties	-	64,605
Current maturities of long-term obligations Current maturities of long-term	106,311	1,402,616

obligations - related parties Accounts payable Deferred revenue Accrued liabilities	- 948,808 202,871 394,697	3,000,000 306,528 1,087,426 544,704
Total current liabilities	1,652,687	7,250,478
LONG-TERM LIABILITIES Notes payable, less current maturities Notes payable - related parties, less current maturities	155,456	970,861 697,300
Total long-term liabilities	155,456	1,668,161
Total liabilities COMMITMENTS AND CONTINGENCIES	1,808,143	8,918,639
SHAREHOLDERS' EQUITY (DEFICIT) Capital stock, \$0.01 par value, 66,666,667 shares authorized Preferred stock, 16,666,667 shares authorized, no shares issued and outstanding at December 31, 2006 and 2005 Common stock, 50,000,000 shares authorized; 9,825,621, and 784,037 shares issued and outstanding at December 31, 2006 and 2005, respectively Additional paid-in capital Accumulated deficit Accumulated other comprehensive income Total shareholders' equity (deficit)	98,256 49,056,509 (33,433,713) 16,732 15,737,784	
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY (DEFICIT)	\$17,545,927 =======	

WIRELESS RONIN(R) TECHNOLOGIES, INC. STATEMENT OF OPERATIONS - YEARS ENDED DECEMBER 31, 2006 and 2005 $$({\tt UNAUDITED})$$

	Year Ended			Fourth Quarter				
		2006		2005		2006		2005
Sales								
Hardware	\$	1,852,678	\$	576,566	\$	889,128	\$	120,267
Software		1,107,913		66,572		266,667		16,771
Services and								
other		184,798		67,078		72,180		30,723
Total sales		3,145,389		710,216		1,227,975		167,761
Cost of sales								
Hardware		1,429,585		517,503		723,816		147,887
Software		-		_		-		(825)
Services and								
other		78,272		32,156		18,777		8,015
Inventory lowe	er							
of cost or								
market								

adjustment	37,410	390,247	37,410	390,247
Total cost of sales	1,545,267	939,906	780,003	545,324
Gross profit		(229,690)	447,972	(377,563)
Operating exper	nses:			
Sales and marketing expenses Research and	1,462,667	1,198,629	404,875	276,194
development expenses General and	875,821	881,515	251,936	203,262
administrativ expenses	7e 3,579,968	1,690,601	1,097,185	482,131
Total operating				
expenses	5,918,456	3,770,745	1,753,996	961,587
Operating loss	(4,318,334)	(4,000,435)	(1,306,024)	(1,339,150)
Other income (expenses): Interest expense	(10.124.216)	(804,665)	(7.174.595)	(130,558)
Loss on debt		(001,003)	(, , 1 , 1 , 3 , 3 ,	(130,330)
	(367,153) ne 21,915 51	1,375 13,800	- 13,081 (1,912)	- 45 (4,053)
	(10,469,403)		(7,163,426)	(134,566)
Net loss	\$(14,787,737) ========	\$(4,789,925)	\$(8,469,452) ========	
Basic and diluted loss per common				
share	\$ (9.71)	\$ (7.18)	\$ (2.33)	\$ (1.98)
Weighted average basic and diluted shares	ge			
outstanding	1,522,836	666,712 ======	3,634,614	744,046 =====

WIRELESS RONIN(R) TECHNOLOGIES, INC. 2006 SUPPLEMENTARY QUARTERLY FINANCIAL DATA

Income (Loss) Statement

	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Total
Sales	\$601,565	\$332,661	\$983,188	\$1,227,975	\$3,145,389
Cost of sales	227,188	206,743	331,333	780,003	1,545,267

Operating

Ex- penses 1,656,819	1,294,466	1,213,172	1,753,999	5,918,456
Interest ex- pense 651,038	1,063,312	1,235,271	7,174,595	10,124,216
Loss on debt modi-fication 0	0	367,153	0	367,153
Other (837)	(6,209)	(3,750)	(11,170)	(21,966)
Net Loss (\$1,932,643)	(\$2,225,651)	(\$2,159,991)	(\$8,469,452)	(\$14,787,737)
FASB 123R \$ 373,568 (included in Operating Expenses)	\$ 156,105	\$ 91,735	\$ 165,806	\$ 787,214

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