



WiLAN Announces Retirement of Najmul Siddiqui

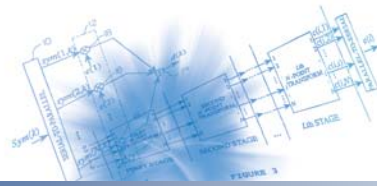
OTTAWA, Canada – July 15, 2010 – Wi-LAN Inc. (“WiLAN” or the “Company”) (TSX:WIN), a leading technology innovation and licensing company, today announced that Najmul Siddiqui, President, WiLAN V-Chip will retire from the Company on July 30th, 2010. Mr. Siddiqui will remain a consultant to the Company after his retirement in order to ensure a smooth transition.

The Company also announced that Andrew Parolin, Vice President, Wireless Technologies, will add responsibility for all V-Chip related licensing activity to his portfolio. Mr. Parolin has led the Wireless licensing program at WiLAN for the past two years, overseeing the signing of more than 90 companies including Research in Motion Limited and Samsung Electronics Co., Ltd.

“At WiLAN, and previously at Tri-Vision, I have had the pleasure of spending more than twenty years working with incredible people and achieving many positive results,” said Najmul Siddiqui, President, WiLAN V-Chip. “We’ve spent more than ten years commercializing the V-Chip technology and three years ago, when we joined forces with WiLAN, we knew these efforts would be aggressively continued. I’m now at the point in my life where I want to spend more time with my family. I have the utmost confidence in the WiLAN team and their ability to see through our mission of recognizing value from our inventions.”

“Najmul is a strong business leader and I am grateful for his many efforts over the past three years since joining WiLAN,” said Jim Skippen, Chairman & CEO. “We are sad to see Najmul retire but we are confident that we are well positioned for continued success in our V-Chip licensing program.”

WiLAN expects some streamlining of its Toronto operations will occur over the next few months, including the eventual shutdown of its Toronto office. Currently WiLAN has five employees located in Toronto, in addition to Mr. Siddiqui.



About WiLAN

WiLAN, founded in 1992, is a leading technology innovation and licensing company. WiLAN has licensed its intellectual property to over 220 companies worldwide. Inventions in our portfolio have been licensed by companies that manufacture or sell a wide range of communication and consumer electronics products including 3G cellular handsets, Wi-Fi-enabled laptops, Wi-Fi/DSL routers, xDSL infrastructure equipment, WiMAX base stations and digital television receivers. WiLAN has a large and growing portfolio of more than 850 issued or pending patents. For more information: www.wilan.com.

Forward-looking Information

Certain statements in this release, other than statements of historical fact, may include forward-looking information that involves various risks and uncertainties that face the Company; such statements may contain such words as “may”, “would”, “could”, “will”, “intend”, “plan”, “anticipate”, “believe”, “estimate”, “expect” and similar expressions, and may be based on management’s current assumptions and expectations related to all aspects of the wireless and wireline telecommunications industries and the global economy. Risks and uncertainties that may face the Company include, but are not restricted to: licensing of the Company’s patents can take an extremely long time and may be subject to variable cycles; the Company is currently reliant on licensees paying royalties under existing licensing agreements and additional licensing of its patent portfolio to generate future revenues and increased cash flows; the Company may be required to establish the enforceability of its patents in court in order to obtain material licensing revenues; changes in patent laws or in the interpretation or application of patent laws could materially adversely affect the Company; a court may determine that certain of the Company’s patents are not infringed by certain standards or products or may disagree with management with respect to whether one or more of the Company’s patents apply to certain standards or products, which could adversely affect the Company; certain of the Company’s patents are, and others may be, subject to administrative proceedings that could invalidate or limit the scope of those patents; the Company will need to acquire or develop new patents to continue and grow its business; fluctuations in foreign exchange rates impact and may continue to impact the Company’s revenues and operating expenses, potentially adversely affecting financial results; the Company has made and may make acquisitions of technologies or businesses which could materially adversely affect the Company; the Company may require investment to translate its intellectual property position into sustainable profit in the market; the generation of future V-Chip revenues and the likelihood of the Company signing additional V-Chip licenses could be negatively impacted by changes in government regulation; the Company is dependent on its key officers and employees; the price of the Company’s common shares is volatile and subject to market fluctuation; and the Company may be negatively affected by reduced consumer spending due to the uncertainty of economic and geopolitical conditions. These risks and uncertainties may cause actual results to differ from information contained in this release, when estimates and assumptions have been used to measure and report results. There can be no assurance that any statements of forward-looking information contained in this release will prove to be accurate. Actual results and future events could differ materially from those anticipated in such statements. These and all subsequent written and oral statements containing forward-looking information are based on the estimates and opinions of management on the dates they are made and expressly qualified in their entirety by this notice. Except as required by applicable laws, the Company assumes no obligation to update forward-looking statements should circumstances or management’s estimates or opinions change. Readers are cautioned not to place undue reliance on any statements of forward-looking information that speak only as of the date of this release. Additional information identifying risks and uncertainties relating to the Company’s business are contained under the heading “Risk Factors” in WiLAN’s current Annual Information Form and its other filings with the various Canadian securities regulators which are available online at www.sedar.com.

This press release does not constitute an offer to sell or a solicitation of an offer to buy any securities in the United States.



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