

100th Company Licenses Wi-LAN's Pioneering V-chip Technology

OTTAWA, Canada – October 2, 2008 – Wi-LAN Inc. ("Wi-LAN" or the "Company") (TSX: WIN), a leading technology innovation and licensing company, today announced the signing of license agreements for V-chip-related patents with PDI Communication Systems and Anyu Digital and Technology Co. Ltd., bringing the number of companies licensed to Wi-LAN's pioneering V-chip technology to 100.

Wi-LAN's V-chip technology, invented by Professor Tim Collings in 1991, provides television viewers with the ability to block content that they consider inappropriate. V-chip technology was legislated by former U.S. President Bill Clinton in 1996 and has been available in the U.S. and Canada since 1999. At present, millions of V-chip-enabled TVs and DTV receivers sold each year are licensed to Wi-LAN's V-chip technology.

DTV sales will remain robust according to market research firm DisplaySearch. Their September 2008 DTV Forecast Report commented: *"The US DTV transition is nearing completion and many consumers are being prompted to either purchase a new TV or visit retailers to learn their options. US TV households have on average 2.5 to 3 TV's each, leaving a large number of sets to upgrade and allowing long term growth potential. Our overall forecast for North America has been adjusted up 2-3% to account for lower LCD prices driving faster adoption among non-penetrated flat panel households and better 2nd set purchasing."*

"Reaching the milestone of 100 licensed companies is a very rewarding achievement for our team and the financial outlook for our licensing program has never been better," said Najmul Siddiqui, President, Wi-LAN V-chip Corp. "Each additional licensee further reinforces the value of our patents as we move closer to our goal of licensing all DTV receiver manufacturers."

About Wi-LAN

Wi-LAN, founded in 1992, is a leading technology innovation and licensing company. Our portfolio of patented inventions applies to a wide range of consumer electronics and communications products. Some of the fundamental technologies covered by Wi-LAN's patents include: CDMA, DOCSIS, DSL, GSM/EDGE, V-chip, Wi-Fi and WiMAX. Wi-LAN has a large and growing portfolio of more than 300 issued or pending patents. Wi-LAN has licensed its intellectual property to over 140 companies. For more information: www.wi-lan.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; the Company will need to acquire or develop new patents to continue and grow its business; 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; and the price of the Company's common shares is volatile and subject to market fluctuation. 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 Wi-LAN'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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