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NEWS RELEASE

SHAW DIRECT CONTINUES TO TRANSFORM HOME ENTERTAINMENT *Newest hardware addition advances Digital viewing experience*

CALGARY, AB (November 1, 2010) – Loaded with groundbreaking features including 3D capability and an interactive On-Screen Guide, Shaw Direct's Advanced HD Receiver is leading the way for digital media technology.

Effective November 1, 2010, Shaw Direct's Advanced HD Receiver (HDDSR 605) will give customers more options and more control. The receiver builds on Canada's most advanced HDPVR, which was launched by Shaw Direct in September and offers similar interactive services, such as Dynamic Search Options

"With the launch of our new HDPVR in September, we were determined to continue redefining technology and enhancing the customer experience," said Jim Cummins, Group Vice President, Shaw Satellite Operations. "Shaw Direct is committed to building platforms for the future. The Advanced HD Receiver is highly sophisticated technology that brings Shaw Direct customers a range of options rarely offered."

The Advanced HD Receiver's new On-Screen Guide provides an option for customers to hide the channels they don't subscribe to and makes it easier to navigate these channels with an improved colour-coding system. Customers can also enjoy immediate access to commonly used features and comprehensive information on programs including star ratings. The new technology is MPEG-4 capable, utilizes HDMI connectivity, and allows customers to see up to 14 days forward in the on-screen guide or gain instant access to interactive services, customizable favourite lists and enhanced parental lock options.

The new Advanced HD Receiver is available for just \$199. When customers subscribe they can take advantage of up to \$200 in promotional credits by visiting SHAWDIRECT.CA or calling 1-888-554-7827.

Shaw Direct brings its customers more than 500 channels, including over 75 and counting delivered in HD like the recently added Rogers Sportsnet ONE, Movie Central 2 HD and Super Ecran 2 HD. With a rapidly expanding HD lineup and leading Advanced HD Receivers and HDPVRs, customers can watch their favorite shows in a way they never have. Shaw Direct's lineup continues to increase substantially and, prior to the launch of their new satellite in 2012, dozens of sought after channels will become available to customers.

This winter Shaw Direct will again transform their customers' viewing experiences with the release of a new broadband Video on Demand portal, which will be accessible through all broadband Internet services exclusively to Shaw Direct customers. Customers will be able to access content directly on their computers through a dedicated website.

About Shaw Communications Inc.

Shaw Communications Inc. is a diversified communications and media company, providing consumers with broadband cable television, High-Speed Internet, Digital Phone, telecommunications services (through Shaw Business Solutions), satellite direct-to-home services (through Shaw Direct) and engaging programming content (through Shaw Media). Shaw serves 3.4 million customers, including 1.8 million Internet subscribers and 1.1 million Digital Phone customers, through a reliable and extensive network, which comprises 625,000 kilometres of fibre. Shaw Media includes the second largest conventional television network in Canada, Global Television, and 19 specialty networks including HGTV, Food Network, History and Showcase. Shaw is traded on the Toronto and New York stock exchanges and is included in the S&P/TSX 60 Index (Symbol: TSX – SJR.B, NYSE – SJR).

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