



NEWS RELEASE

CBC'S COVERAGE OF THE 2010 FIFA WORLD CUP™ COMES TO SHAW DIRECT SATELLITE TV IN STUNNING 3D

Customers closer to the action of the world's largest sporting event with Shaw Direct

CALGARY, AB (June 8, 2010) – The exceptional quality of 3D-HD comes to Shaw Direct satellite TV with CBC's coverage of the 2010 FIFA World Cup™ South Africa tournament bronze- and gold-medal games in July.

The action on the field during the 2010 FIFA World Cup™ South Africa tournament will be broadcast using 3D technology for the first time in tournament history. And for the first time ever, Shaw Direct HD customers with new 3D televisions will experience the final two matches as if they're sitting in the South Africa stadiums with thousands of fans.

"Carrying CBC's coverage of the FIFA World Cup™ in 3D elevates the viewing experience of our football fans to a whole new level. Our customers will be blown away by the unbelievable quality and experience of this technology," said Peter Bissonnette, President, Shaw Communications Inc. "We're proud to bring our customers closer to the action with the launch of 3D-HD on Shaw Direct."

To view CBC's coverage of the FIFA World Cup™ in 3D, Shaw Direct customers will require a 3D television, the TV manufacturer's specified 3D glasses and a Shaw Direct HD box or HD PVR. As a value-add to existing customers, the two matches will be broadcast in 3D on channel 233/333 (Classic/Advanced) at no charge. The bronze medal game will air on Saturday, July 10, and the gold medal final on Sunday, July 11, 2010.

For more information please visit SHAWDIRECT.CA/3D or your Interactive Program Guide.

About Shaw Communications Inc.

Shaw Communications Inc. is a diversified communications company whose core business is providing broadband cable television, High-Speed Internet, Digital Phone, telecommunications services (through Shaw Business Solutions) and satellite direct-to-home services (through Shaw Direct). Shaw serves 3.4 million customers, including over 1.7 million Internet and 950,000 Digital Phone customers, through a reliable and extensive network, which comprises 625,000 kilometres of fibre. 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).

-30-

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