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NEWS RELEASE

SHAW DIRECT'S NEW ADVANCED HDPVR TAKES HOME ENTERTAINMENT TO THE NEXT LEVEL

New hardware includes advanced features like Smart PVR Technology

CALGARY, AB (August 24, 2010) – Shaw Direct brings the best in satellite technology to customers with the launch of the new Advanced HDPVR, available September 1, 2010.

The new Advanced HDPVR allows customers to enjoy up to 175 hours of recorded programming, customize series recordings with Smart PVR Technology and find out what's on 14 days in advance with the new interactive On-Screen Guide. It also acts as a platform for more interactive channels and new features coming in the future.

"A recent independent customer survey shows that 90 percent of our Shaw Direct customers would refer us to a friend, which says a lot about our service offering," said Peter Bissonnette, President, Shaw Communications Inc. "Our advancements in technology coupled with our 100 per cent Canadian, award-winning service position us as a leading choice for customers."

Shaw Direct's new Advanced HDPVR is part of the many enhancements being made for customers. Viewers now have access to over 490 of their favourite channels, with 66 in High Definition – including NFL Redzone, CNN HD, three new HD Pay-Per-View channels and Oasis HD.

Shaw Direct also launched its 3D programming with coverage of the 2010 FIFA World Cup™ South Africa tournament finals. A third satellite with high-powered equipment will be added in 2012, providing additional HD and 3D content. The new satellite combined with Shaw Direct's new Advanced HDPVR will provide customers with exceptional TV experiences in the future.

Customers can purchase the new Advanced HDPVR 630 for \$399, or qualify for an exclusive current customer rental program for \$15 per month by visiting SHAWDIRECT.CA or calling 1-888-554-7827.

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). The Company serves 3.4 million customers, including 1.8 million Internet and over 1.0 million 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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