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NEWS RELEASE

MAC'S AAA MIDGET HOCKEY FINALS TO AIR ON SHAW/SHAW DIRECT *Tune in for the tournament championship finals on New Year's Day*

CALGARY, AB (December 22, 2011) – Celebrate the New Year with one of Canada's favourite pastimes - hockey. Tune in on New Year's Day to the Mac's AAA Midget Hockey Tournament Championship Final, airing on Shaw and Shaw Direct.

Forty teams made up of players aged 15-17 from across North America will compete in Calgary arenas this year for the championship title. The female and male championship finals of the Mac's AAA Midget Hockey Tournament will be shown on Shaw and Shaw Direct.

"Shaw is proud to work with Mac's to support hockey in communities across Shaw's footprint," said Peter Bissonnette, President, Shaw Communications Inc. "We are pleased to contribute to the development of youth hockey through our exclusive broadcast of the Mac's AAA Midget Hockey Tournament finals on Shaw and Shaw Direct."

Coverage of the championship finals will take place on New Year's Day – the female game will be aired at 2 p.m. MST and the male final at 6 p.m. MST. Viewers throughout Western Canada and Northern Ontario can tune in to their local Shaw TV channel to catch the games, or via Channel 299 on Shaw Direct.

Shaw customers can also catch the game broadcasts in Video On Demand from January 7 to January 31, 2011.

For local channel details or further information about Shaw, please visit www.shaw.ca.

About Shaw Communications Inc.

Shaw Communications Inc. is a diversified communications and media company, providing consumers with broadband cable television, High-Speed Internet, Home Phone, telecommunications services (through Shaw Business), satellite direct-to-home services (through Shaw Direct) and engaging programming content (through Shaw Media). Shaw serves 3.4 million customers, through a reliable and extensive fibre network. Shaw Media operates one of the largest conventional television networks in Canada, Global Television, and 18 specialty networks including HGTV Canada, Food Network Canada, History Television 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). For more information about Shaw, please visit www.shaw.ca.

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