



NEWS RELEASE

GET THE GREENSIDE EXPERIENCE WITH THE MASTERS IN 3D ON SHAW AND SHAW DIRECT *See it all with Shaw's 3D coverage on the grounds of Augusta*

CALGARY, AB (March 23, 2012) – Customers can claim their greenside seats with Shaw and Shaw Direct's 3D broadcast of the Masters from April 4–8, 2012. With extended coverage and even more cameras being added to the tournament, this year's Masters promises to be one of the largest 3D productions worldwide.

This year's 3D tournament broadcast will provide a total of 14 hours of coverage. Similar to past years, the limited live coverage will focus on the back nine holes of Georgia's Augusta National Golf Club using different camera angles produced by the Masters.

"The Masters is golf's first major championship of the year and for the third year in a row Shaw and Shaw Direct customers will have access to the best front row seats thanks to our live 3D event coverage," said Peter Bissonnette, President, Shaw Communications Inc. "With home screens getting bigger and clearer, the delivery of the signals becomes critical. Shaw is proud to deliver the highest quality signals in HD and 3D to bring that real life picture into your home."

Coverage of the Masters begins April 4 at 3 p.m. EDT and will continue each afternoon until the completion of the tournament on April 8. The 3D broadcast can be accessed free of charge by Shaw customers on channel 301 and Shaw Direct customers on channel 233/333 (Classic/Advanced). Weekend coverage of the Masters in Standard and High-Definition can be viewed on local Global TV stations across the country.

Shaw and Shaw Direct customers will require a 3D-HD television and the TV manufacturer's specified glasses to watch the 3D broadcast. Customers will also require an HD receiver, HDPVR or Shaw Gateway to view this technology. This HD equipment will also grant customers access to Shaw's superior selection of HD programming. Shaw customers have access to the most sports and programming in HD, with a selection of over 1200 HD titles On Demand, while Shaw Direct customers can enjoy over 90 High-Definition channels and counting.

For more information, please visit www.shaw.ca or www.shawdirect.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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For further information, please contact:

Katherine Emberly
Vice President, Communications & Public Relations
Shaw Communications Inc.
(403) 750-4500
katherine.emberly@sjrb.ca

Lindsay Krzepkowski
Manager, Media Relations
Shaw Communications Inc.
(403) 750-7439
lindsay.krzepkowski@sjrb.ca