



NEWS RELEASE

SHAW DIRECT AND XPLORNET ANNOUNCE MARKETING AGREEMENT *Exclusive Customer Discount for DTH Video and 4G Internet Customers*

CALGARY, AB and WOODSTOCK, NB (April 4, 2012) – Shaw Direct and Xplornet Communications Inc. are proud to announce a marketing agreement that will offer increased value to new and existing Shaw Direct DTH video customers and Xplornet high-speed Internet customers.

Shaw Direct provides leading satellite services to more than 900,000 Canadian households, primarily in rural areas. Customers already benefit from Shaw Direct's exceptional quality High-Definition channel offerings, which will dramatically increase with the launch of its new Anik G1 satellite in Fall 2012. With the new satellite, Shaw Direct will have more satellite capacity than any other provider in Canada, enabling the delivery of over 200 HD channels to customers.

"Our customers have told us they're looking for the same exceptional experiences that are part of their Shaw Direct service," said Peter Bissonnette, President, Shaw Communications Inc. "Partnering with Xplornet will provide our rural customers with an exclusive bundle that fits their needs – and is part of our commitment as a leader in satellite technology and service."

Xplornet, Canada's leading rural broadband Internet provider, is continually investing in state-of-the-art broadband networks for rural homes and businesses. Last year, it commenced the rollout of Canada's first national 4G network and recently launched its first of two scheduled 4G broadband satellites. Xplornet's first satellite supports customer download speeds of up to 25 Mbps, with more capacity than all current North American broadband satellites combined.

"Our agreement with Shaw Direct to promote two services – video and Internet – together, specifically for rural Canadians is unprecedented," said John Maduri, Chief Executive Officer of Xplornet Communications Inc. "With the broad reach and appeal of Shaw Direct's video service, this initiative will support the adoption of high-speed Internet in rural Canada as well as our business growth."

The offer will be available exclusively to Shaw Direct and Xplornet customers starting May 9, 2012.

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.

About Xplornet Communications Inc.

Headquartered in Woodstock, New Brunswick, Xplornet Communications Inc. (formerly Barrett Xplore Inc.) is Canada's leading rural broadband provider. We believe everyone should have access to the transformative benefits of broadband, so we make our service available everywhere in Canada, including the hard to reach places. We overcome the challenges of Canada's vast geography through our deployment of Canada's first national 4G network, which leverages both fixed-wireless towers on the ground and next-generation satellites in space. Our customers live in the farthest reaches of the country and just outside of major urban centres, and through our coast-to-coast network of local dealers we connect them

to all that the Internet offers. Xplornet is high-speed Internet - for all of Canada.
xplornet.com | twitter.com/xplornet | facebook.com/xplornet

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