



100% DIGITAL SATELLITE TV

NEWS RELEASE

SHAW DIRECT LAUNCHES SET-TOP VIDEO ON DEMAND SERVICE ***Instant access to more than 1,500 movies and TV titles with Shaw Direct***

CALGARY, AB (June 20, 2012) – In a milestone for Canadian television, Shaw Direct is the first direct-to-home provider in Canada to use adaptive streaming technology to deliver On Demand content directly to set-top boxes.

With the launch of Online Video On Demand last April, Shaw Direct customers can already access many of their favourite titles On Demand through their web browser. Now, On Demand content is available directly to customers' TVs through Shaw Direct satellite receivers, giving customers easy access to more than 1,500 Standard- and High-Definition movies and TV titles. Shaw's strong partnerships with leading networks and entertainment studios will result in continued expansion of Shaw Direct's VOD content.

"Streaming Video On Demand is the next step in giving our customers access to Shaw Direct's exceptional programming when they want, wherever they want," said Peter Bissonnette, President, Shaw Communications Inc. "Offering online and set-top Video On Demand is just the beginning of big things for our customers this year – and it's part of our commitment as technical leaders in satellite technology."

Shaw Direct customers who own an Essential or Advanced HD Receiver (HDDSR 600 or HDDSR 605) or an Advanced HDPVR Receiver (HDPVR 630) will automatically receive a free software update which enables Video On Demand services to be connected. The technology provides customers in both urban and rural locations with access to the latest titles through their Shaw Direct receiver.

To take advantage of the new Video On Demand offerings, customers will need to connect their satellite receiver to a high-speed Internet connection. Shaw Direct's team of customer care specialists are available to support customers in connecting to Shaw Direct Video On Demand.

Set-top Video On Demand services are just the beginning to a number of enhancements for Shaw Direct customers, including the launch of a new High-Definition on-screen guide, external hard-drive compatibility and the launch of the new Anik G1 satellite in Fall 2012. With the capacity to carry well over 100 new HD channels, Anik G1 will give Shaw Direct customers more satellite capacity than is available from any other company in Canada. Shaw Direct customers also have exclusive discounted bundles available to them for satellite video and 4G Internet services from Xplornet.

For more information, please visit 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.

- 30 -

For further information, please contact:

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

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