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NEWS RELEASE

SHAW DIRECT PROVIDES EXPANDED HD EXPERIENCE *V Network added to Shaw Direct Lineup in High Definition*

MONTREAL, QC (February 3, 2010) – Shaw Direct customers will now have even more French programming to choose from with the addition of the V network in High Definition.

V HD will feature additional French programming for Shaw Direct customers and is the tenth new HD channel added by Shaw Direct in the last year. V HD builds on Shaw Direct's extensive Francophone line-up, including five V channels in Standard Definition.

The addition of V HD bring Shaw Direct's customers even more French coverage with the Vancouver 2010 Winter Olympic Games, feature news, extensive movies and top selling live events in crystal clear High Definition.

"As proud supporters of our Canadian athletes, Shaw Direct is pleased to be able to offer our customers all the action of the Games in High Definition with V HD," said Peter Bissonette, President, Shaw Communications. "With the addition of this network and our expansion of French programming and HD channels, there has never been a better time to experience Shaw Direct."

All V channels in Standard and High Definition will be offered on free preview throughout February. As a value-add to all HD-capable Shaw Direct French Essential subscribers, V HD will be offered on channels 248/388 (Classic/Advanced).

For more information visit SHAWDIRECT.CA or your interactive program guide.

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 over 1.7 million Internet and 900,000 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).

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