



NEWS RELEASE

CANADA'S LARGEST TELEVISION PROVIDER TO LAUNCH SPORTSNET ONE Shaw Delivers More Hockey Across Canada

CALGARY, AB (September 15, 2010) – Shaw brings sports fans closer to the action with the launch of the much anticipated Sportsnet ONE, now available to Shaw Cable and Shaw Direct customers.

Effective September 15, the new 24-hour digital sports channel will offer sports enthusiasts more than 800 hours of live sports programming with the majority of it in high definition.

Shaw Cable will be the first to provide Sportsnet ONE coverage in Western Canada on Shaw Cable; and Shaw Direct is currently the only provider to offer the channel nationally. Sportsnet ONE gives hockey fans and customers in the Shaw community access to regular and pre-season games for the Edmonton Oilers, Calgary Flames, Ottawa Senators and Vancouver Canucks. In addition to hockey, Sportsnet ONE is the one-stop shop for sports fans to catch MLB, NBA and Barclays Premier League soccer games.

“As customer advocates, we’ve worked hard to make sure we can bring more NHL hockey to our customers across Canada,” said Peter Bissonnette, President, Shaw Communications Inc. “Personally, as a hockey fan, I couldn’t be happier to be able to offer this channel before pre-season starts next week.”

The vast majority of sports fans will receive Sportsnet ONE as part of their existing television package. Sportsnet ONE will be available to all Shaw Digital TV customers in a free preview until October 31. After the preview period Sportsnet ONE will be included in the Shaw Digital TV, HD Plus, and HD Sports packages.

For all Shaw Direct customers, Sportsnet ONE will be included in the English and French Essentials package; and HD Sports packages.

For full package information customers can check their interactive programming guide for Sportsnet ONE channel listings or visit SHAW.CA or SHAWDIRECT.CA

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). Shaw serves 3.4 million customers, including 1.8 million Internet subscribers and over 1.0 million 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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