



NEWS RELEASE

SHAW BRINGS CUSTOMERS THE LATEST IN TRUE 3D TECHNOLOGY WITH EPIC 3D DISNEY MOVIES *Celebrate the holidays with 3D Disney movies throughout December*

CALGARY, AB (December 24, 2010) – Charles Dickens’ traditional Christmas tale is back in 3D, but this time you can watch it from the comfort of your living room. This 3D classic is now available on Shaw and Shaw Direct, with additional Disney 3D titles to follow throughout the month.

Walt Disney Pictures’ adaptation brings viewers into the heart of 1843 London, with favourite characters like Scrooge, Bob Cratchit and the ghosts of Christmas Past, Present and Future.

“We have many customers who are early adopters of 3D technology and we’re proud to be blazing the way on content choices,” said Peter Bissonnette, President, Shaw Communications Inc. “Being able to bring the magic of 3D Disney movies into people’s homes is a great way for our customers to celebrate the holidays. We’re proud of all the Disney movies we already bring through VOD to our customers – our new Disney 3D lineup is a wonderful evolution to those.”

Customers can access the holiday content in the following ways:

- Shaw customers: *Disney’s A Christmas Carol* is available in unbelievable MPEG-4, 1080p technology – the highest-quality 3D-HD delivered On Demand. Shaw will also offer additional 3D titles throughout December, including *Bolt*, *Chicken Little*, *Meet the Robinsons* and *Step Up 3D*. The programming is available in Shaw Video On Demand by clicking on Movies and selecting the 3D folder.
- Shaw Direct customers: *Disney’s A Christmas Carol* will be delivered to Shaw Direct customers across Canada in stunning True 3D. Throughout the holiday and into 2011 additional 3D titles will also become available on Pay Per View, including *Bolt*, *Chicken Little*, *Meet the Robinsons*, *Step Up 3D* and more. Shaw Direct customers can find more details by visiting channel 966 in the On-Screen Guide.

To view the 3D content, viewers will require a 3D-HD television and the TV manufacturer’s specified 3D glasses. Shaw customers will need a DCX 3200 HD box or 3400 HDPVR to view their 3D purchases and to get the ultimate 3D experience Shaw Direct customers will require an Advanced HD receiver or Advanced HDPVR.

For more information please visit SHAW.CA or 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 19 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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