



NEWS RELEASE

SHAW LAUNCHES THE AMAZING FAMILY REUNION CONTEST ***Ten families to be reunited as part of Together is Amazing movement***

CALGARY, AB (November 29, 2010) – On the heels of raising 2.6 million pounds of food and \$250,000 as part of the [Fill the Food Banks campaign](#), Shaw has launched Shaw's [Amazing Family Reunion](#) contest, the next initiative in their *Together is Amazing* movement.

The contest, launched online at www.togetherisamazing.com, invites Canadians to create a virtual scrapbook page sharing their story of why they would like to reunite their family. Ten deserving families will be chosen by a panel of judges and will create their dream family reunion, each valued up to \$25,000.

"There is nothing more heartwarming than seeing families come together," said Brad Shaw, CEO, Shaw Communications Inc. "Over the past couple of months we've had the great pleasure of watching as our communities united to fill food banks across Canada as part of our Together is Amazing movement. Nothing would make us happier than to see that sense of 'togetherness' continue."

Canadians can enter by visiting www.togetherisamazing.com from November 29, 2010 to January 15, 2011. Entries are limited to one per person, and applicants are asked to create virtual scrapbooks of their family memories and their dream reunion as part of the submission process.

"We want to bring people together. It's a pretty simple concept, and when you think about it, it's the foundation of our business. We're lucky to get to do it every day through our products, and coupled with our Together is Amazing initiatives like filling food banks and the Amazing Family Reunion contest, we're working to bring 'togetherness' to life in very special, meaningful ways."

Shaw launched Together is Amazing in September 2010 as a springboard for communities to come together to do amazing things. Follow Shaw's Together is Amazing movement on Twitter (http://twitter.com/Shaw_Together) and Facebook (<http://www.facebook.com/shaw>).

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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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