



## NEWS RELEASE

### **SHAW GIVES HOCKEY FANS THE BEST SEAT IN THE HOUSE WITH 3D NHL<sup>®</sup> HOCKEY COVERAGE** *Two special NHL<sup>®</sup> hockey match-ups available in True 3D*

**CALGARY, AB (December 29, 2010)** – The incredible quality of 3D-HD technology returns to Shaw with two epic outdoor NHL<sup>®</sup> hockey battles in 2011.

The coverage begins January 1, with the 2011 Bridgestone NHL<sup>®</sup> Winter Classic when the Pittsburgh Penguins go head-to-head with the Washington Capitals. The battles continue with CBC's coverage of the 2011 Tim Hortons NHL<sup>®</sup> Heritage Classic on February 20, when the Calgary Flames take on the Montreal Canadiens.

Shaw and Shaw Direct customers can feel like they're watching the showdown between Sidney Crosby and Alexander Ovechkin from the player's bench with these True 3D broadcasts.

"This year, we are proud to have delivered both The Masters and the 2010 FIFA World Cup™ South Africa tournament to our customers in stunning True 3D technology," said Peter Bissonnette, President, Shaw Communications Inc. "Hockey is Canada's national pastime and this is part of our effort to broadcast sports in the way they were intended to be – as lifelike as possible, in 3D."

Customers can access the 3D content free of charge in the following ways:

- Shaw customers: Both the 2011 Bridgestone NHL<sup>®</sup> Winter Classic and 2011 Tim Hortons NHL<sup>®</sup> Heritage Classic will be available in True 3D for Shaw customers. Viewers can catch the action in 3D by tuning into channel 301 on Shaw, or see the games in HD on CBC channel 209.
- Shaw Direct customers: Hot on the heels of the free True 3D broadcast of the December 11 NHL<sup>®</sup> matchup, the 2011 Bridgestone NHL<sup>®</sup> Winter Classic and 2011 Tim Hortons NHL<sup>®</sup> Heritage Classic will be delivered to Shaw Direct customers across Canada on channel 233/333 (Classic/Advanced). Shaw Direct customers can find more details by visiting channel 966 in the On-Screen Guide.

To view NHL<sup>®</sup> hockey in 3D, viewers will require a 3D-HD television and the TV manufacturer's specified 3D glasses. Shaw customers will need an HDPVR or HD Box to view 3D content and to get the ultimate 3D experience Shaw Direct customers will require an Advanced HD receiver or Advanced HDPVR.

For more information, including new 3D content, please visit [SHAW.CA](http://SHAW.CA), [SHAWDIRECT.CA/3D](http://SHAWDIRECT.CA/3D) or your Interactive On-Screen Guide.

#### **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](http://www.shaw.ca).

- 30 -

#### **For further information, please contact:**

Shaw Investor Relations [investor.relations@sjrb.ca](mailto:investor.relations@sjrb.ca)