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NEWS RELEASE

SHAW DIRECT ESSENTIAL RECEIVER MAKES IT EASIER THAN EVER TO GO HD ***Canada's smallest, most affordable and powerful HD satellite receiver now available***

CALGARY, AB (July 4, 2011) – Shaw Direct customers are now able to get stunning High Definition quality easier than ever, thanks to the launch of the Essential HD Receiver.

This new, smaller model gives customers access to Shaw Direct's HD lineup, advanced technology including the interactive On-Screen Guide with 14-day look ahead, dynamic search and enhanced parental controls – all in a compact package. The Essential HD Receiver is also MPEG-4 and 1080p compatible and is future ready for up and coming programming and technological enhancements.

“Shaw Direct continues to be a leader in technology,” said Peter Bissonnette, President, Shaw Communications Inc. “The launch of the Essential HD Receiver demonstrates our commitment to providing our customers with exceptional entertainment options and technology experiences.”

Available immediately, the receiver is the smallest HD model Shaw Direct has ever carried and, for the same price as a standard definition receiver, it's the smallest and most affordable HD satellite receiver available in Canada. The receiver is available for a price of \$99.99 to customers and is backed by Shaw Direct's 24/7/365, 100 percent Canadian award-winning customer service.

Now Shaw Direct customers can choose from the Essential HD (600) Receiver, Advanced HD (605) Receiver or the Advanced HDPVR (630), Canada's most advanced satellite HDPVR.

For more information, please visit SHAWDIRECT.CA/ESSENTIALHD.

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 18 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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