

**NEWS RELEASE**

**SHAW DIRECT TAKES CUSTOMER EXPERIENCE TO NEW LEVEL WITH SPEECH ANALYTICS**  
***Nexidia's Integrated Recording and Analytics Solution selected for Shaw Direct call centres***

**CALGARY, AB (August 16, 2011)** – Shaw Direct is proud to continue raising the bar on their award-winning customer service in selecting Nexidia's Integrated Recording and Analytics Solution.

The selection follows a six-month pilot on speech analytics technology for Shaw Direct, whose call centres are located in Calgary, Mississauga and Montreal. Nexidia's integrated recording and analytics solution offers greater flexibility and allows Shaw Direct to quickly access and analyze recorded audio from its contact centre customer interactions in French and English.

"We have a history of award-winning customer service which we're very proud of, but we're always looking for new ways to amaze our customers with the support we give them," said Peter Bissonnette, President, Shaw Communications Inc. "The speech analytics service from Nexidia will provide us with a whole new way of analyzing how we can take our customer experience to the next level."

Shaw Direct is also using Nexidia's Managed Analytic Services, which allows for identifying and improving in common areas like average handle time, first call resolution, sales and process effectiveness.

"Combining audio recordings and analytics provides Shaw Direct the advantage of dynamically analyzing enormous amounts of audio so they can quickly improve the customer experience," said John Willcutts, President and Chief Executive Officer, Nexidia. "These changes can save a company time and money while improving its revenue generation potential and creating a new level of care for its customers."

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

**About Nexidia**

Nexidia provides customer interaction analytics solutions with patented technologies and breakthrough applications that enable companies to drive business transformation by capturing, making sense of, and using the full range of communications they have with customers. As the traditional "voice of the customer" expands from the contact center to include surveys, email, chats and even social media sites, Nexidia provides software and service expertise to help companies synthesize this data into both a tactical tool for operational improvements and a catalyst for strategic business transformation. For more information, please visit <http://www.nexidia.com>