



100% DIGITAL SATELLITE TV

NEWS RELEASE

SHAW DIRECT LAUNCHES 13 ADDITIONAL CHANNELS ACROSS CANADA *The best in local, Canadian content available beginning August 22*

CALGARY, AB (August 19, 2011) – The customer experience keeps getting better with the launch of 13 additional channels on [Shaw Direct](#). Effective August 22 customers will have access to more local channels in markets across the country.

Additional Global, CTV and CityTV channels are included in the launch, along with French language offerings like TVA, SRC, Métro, Teletoon Retro French and TFO. TFO will be available to customers beginning August 29.

The latest additions follow the release of the [Shaw Direct Essential HD receiver](#), Canada's most compact and affordable satellite receiver. Customers can access the new channels launched in their provinces through Shaw Direct's basic packages.

“Delivering the most advanced technology to our customers is just one of the reasons Shaw Direct has the highest customer satisfaction rating of all satellite TV providers,” said Peter Bissonnette, President, Shaw Communications Inc. “Our latest programming additions continue to bring customers the best in local, Canadian content they have come to expect.”

The following channels will launch as part of Shaw Direct's latest offerings:

- Global: Regina, Okanagan, Maritimes (Saint John)
- CTV: Kitchener, Saskatoon
- CityTV Winnipeg
- TVA Abitibi
- CBC Charlottetown
- SRC: Trois Rivieres, Regina
- Métro 14
- Teletoon Retro French
- TFO

Customers can enjoy the new programming on Shaw Direct's receivers, including [Canada's Most Advanced HDPVR](#), the [Advanced HD Receiver](#), and the Essential HD Receiver. Shaw Direct's receivers are HD and 3D compatible and ready for future technology advancements.

For more information please visit [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 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](#).

- 30 -

For further information, please contact:

Shaw Investor Relations investor.relations@sjrb.ca