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NEWS RELEASE

SHAW DIRECT EXPANDS SPORTS AND FRENCH LANGUAGE PROGRAMMING *Six sports and lifestyle channels added to the Shaw Direct line-up*

CALGARY, AB (September 20, 2011) – Fans can rejoice in the return of their favourite sports – and the launch of six additional sports and lifestyle channels on Shaw Direct.

Shaw Direct customers can access three new channels as of September 12 – TVA Sports in Standard and High Definition. TVA brings sports fans select coverage of Toronto Blue Jays and select Ottawa Senators games in the upcoming National Hockey League season. In addition, Mlle is the first French-language fashion, beauty and wellness channel developed for women.

In October three additional offerings will become available to customers with the launch of RDS2 in Standard and High Definition on October 7, followed by TSN Canadiens on October 13 to kick off the Canadiens' season opener versus the Calgary Flames. RDS2 will broadcast more than 1,500 hours of live and exclusive major league sports action while TSN Canadiens will deliver 30 Montreal Canadiens games in Quebec, Atlantic Canada and parts of Eastern Ontario.

“Bringing our customers the best in sports and entertainment programming is just part of the experience,” said Peter Bissonnette, President, Shaw Communications Inc. “Our customers expect excellent value and service – a recent survey showed 90 percent of our customers would refer Shaw Direct to a friend.”

Several of the new channels will be available through Shaw Direct's basic package, depending on regional availability. Customers can visit SHAWDIRECT.CA and use the channel lookup tool to learn more about the new channels offered in their area.

With the new additions, Shaw Direct customers now have access to more than 500 channels, including 79 in HD. The new channels come on the heels of 13 others added to the Shaw Direct line-up in August. Shaw Direct will offer customers the greatest number of HD channels and programming when its third satellite launches in late 2012, increasing its television capacity by 30 percent.

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](#). 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 -

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