



NEWS RELEASE

SHAW IGNITES HOLIDAY SPIRIT WITH RETURN OF THE SHAW FIRE LOG *Deck the halls with Shaw's selection of holiday programming*

CALGARY, AB (November 23, 2011) – What Christmas is complete without the warm glow and soft crackles of the fireplace? Shaw is excited to announce the return of the beloved Shaw Fire Log, back for its 25th holiday season, along with other favourite holiday programming for Shaw and Shaw Direct customers.

“We now have a quarter-century of heart-warming Fire Log moments to look back on,” said Peter Bissonnette, President, Shaw Communications Inc. “From opening presents in pajamas to getting engaged in front of the fire – the Shaw Fire Log has become a source of touching stories and Canadian tradition.”

This year there are more ways than ever to experience the warm glow of the perfect fire. From now until January 6, Shaw Cable customers can enjoy the Fire Log 24/7 on the Frame channel (165 SD and 212 HD) or as a free order on Video On Demand. Shaw Direct customers can also curl up in front of the Fire Log by accessing INFO299 at select times or by downloading for free at vod.shawdirect.ca. Please check your local guide times to confirm Fire Log air times and channels.

Shaw is stoked to also announce that the Shaw Fire Log is now on social media. Watch us poke fun at the Fire Log throughout the holiday season by following @ShawFireLog on Twitter. Shaw customers can submit their own Fire Log pun to @ShawFireLog, #ShawFireLog or www.facebook.com/Shaw and be entered to win a \$100 VISA gift card.

In addition to the Fire Log, customers can also celebrate the holidays with Galaxie music channels. Channels dedicated to Christmas Music are available both on the Galaxie channels and online through the Galaxie Broadband Player. Shaw Cable customers can also enjoy the Shaw Christmas Tree, a 50-foot Colorado Spruce decorated with more than 6,000 multi-colored light bulbs, available as a free order on Video On Demand starting on November 24.

For more information, please visit www.shaw.ca or www.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.

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