



## NEWS RELEASE

### **GET IN THE ZONE WITH NBA LEAGUE PASS IN HD ON SHAW DIRECT** ***Score a slam dunk for your basketball season with out-of-market NBA games***

**CALGARY, AB (January 11, 2012)** – Basketball is back and with NBA League Pass, Shaw Direct customers can catch every dribble and pass with up to 100 out-of-market NBA games each month.

Shaw Direct is excited to offer NBA League Pass in High-Definition and Standard-Definition for \$5.06 per month. NBA League Pass channels are also available as part of the HD Sports package alongside 12 other popular sports stations, such as BTN, TSN and Sportsnet, all in High-Definition for \$7.09 per month.

“As sports fans, we’re excited to deliver NBA League Pass, bringing Shaw Direct customers the best in High-Definition basketball and sports entertainment,” said Peter Bissonnette, President, Shaw Communications Inc. “Customers can look forward to more HD channels and offerings with the launch of the Anik G1 satellite later this year.”

NBA League Pass and HD Sports package subscribers can tune into channels 442-444 in Standard-Definition or 445-447 to watch their favourite teams from across the league.

NBA League Pass joins a variety of sports offerings available to Shaw Direct customers throughout the year, including NHL® Centre Ice™ and NFL Sunday Ticket™.

For further information about Shaw Direct, please visit [www.shawdirect.ca](http://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](http://www.shaw.ca).

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