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## NEWS RELEASE

### **FOOD NETWORK CANADA HD: DESIGNED TO MAKE YOU DROOL *Shaw Direct Launches Food Network Canada in Mouth-Watering High-Definition***

**CALGARY, AB (January 16, 2012)** – Shaw Direct customers can now experience the best in entertaining and food-related programming in delicious High-Definition, with the launch of Food Network Canada HD.

Food Network goes beyond the cooking class to explore food in innovative and interesting ways. Tune into popular programming like *Rachael vs. Guy: Celebrity Cook-Off*, *Pitchin' In* and *Chopped* to experience food like never before through competition, adventure and travel – now in the stunning HD quality Shaw Direct has been known for.

“The launch of Food Network HD adds yet another option for High-Definition programming on Shaw Direct,” said Peter Bissonnette, President, Shaw Communications Inc. “We are excited to bring Shaw Direct customers the programming and content they love, especially with channels like Food Network Canada.”

Shaw Direct customers with HD-capable equipment can enjoy the sizzle and spark of Food Network HD as part of a free preview on channels 268/338 (Classic/Advanced) until April 6, 2012. Following the free preview, the new High-Definition channel will be available as part of the HD Extra and HD Extra Lite packages. Customers can visit [www.shawdirect.ca](http://www.shawdirect.ca) to learn more about available channel packages.

With the new channel addition, Shaw Direct customers now have access to more than 80 HD channels and counting. The launch of Shaw Direct’s Anik G1 satellite later this year will increase television capacity by 30 percent, bringing even more HD channels and programming to customers.

For more information about Shaw Direct and its services, 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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