



NEWS RELEASE

SHAW KICKS OFF SECOND CAMPAIGN TO FILL THE FOOD BANKS

Shaw and Campbell Canada partner to help stock the shelves at local Food Banks

CALGARY, AB (April 10, 2012) – Each month close to 900,000 Canadians turn to food banks – children, friends and neighbours. Today, Shaw is excited to kick off its second ever Fill the Food Banks campaign, in hopes of ensuring that food will be the last thing on the minds of Canadians.

In 2010, by working with schools, customers, businesses, employees and people across the country Shaw raised an incredible 2.6 million pounds during its first food drive. Teaming up with Campbell Canada, Food Banks Canada and shipping partner Purolator, Shaw is asking Canadians to come together once again and help Fill the Food Banks with even more food this time around. This year's campaign will span just over four weeks, culminating at the end of Hunger Awareness Week on May 11, 2012.

“Shaw’s previous Fill the Food Banks campaign proved the power of people coming together to achieve a common goal – Together is Amazing,” said Brad Shaw, Chief Executive Officer, Shaw Communications Inc. “The number of people accessing food banks remains high – and the need continues to be great. That’s why this year our goal is to reach further, collect more food and feed even more families through Shaw’s Fill the Food Banks campaign.”

All donations made to Shaw’s Fill the Food Banks campaign will be distributed through Food Banks Canada’s network and other local food banks across the country.

“Most food banks are able to provide three to five days’ worth of food, once per month to those in need. Food bank use has been very high since the recession and food banks have really struggled even to provide this much,” said Katharine Schmidt, Executive Director of Food Banks Canada, “Food Banks Canada’s member food banks rely on the generosity and support of Canadians to keep the shelves of our food banks stocked and we’re excited to work with Shaw to Fill the Food Banks across Canada.”

This year, there are even more ways to help Fill the Food Banks. A Fill the Food Banks video will be released April 12 on Shaw’s YouTube page. For every unique view of this video throughout the campaign, Shaw will donate one dollar and Campbell Canada will donate one pound of food to the 2012 drive, up to a maximum of \$250,000 and 250,000 pounds of food.

“Hunger is a complex issue and we’re doing what we can as a food company to help by raising awareness of hunger and inspiring Canadians to get involved through the donation of healthier foods,” said Philip Donne, President, Campbell Company of Canada. “In 2010, we saw the power of collaboration and we’re encouraged to partner with Shaw, Food Banks Canada and Canadians to help Fill the Food Banks again this year.”

Monetary donations to local food banks can be made online by visiting www.togetherisamazing.com. Donations of non-perishable food items are also being accepted at any Shaw, Shaw Direct or Shaw Media location, food banks across the country and at many grocery stores across Canada.

Further details and a full list of locations where donations can be made will be available at www.togetherisamazing.com.

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.

About Food Banks Canada

Food Banks Canada is the national charitable organization representing the food bank community across Canada. Our Members, Affiliate Member food banks, and their respective agencies serve approximately 85% of people accessing emergency food programs nationwide. We continue to work to find short term and long term solutions for the close to 900,000 Canadians who are assisted by a food bank every month. Visit www.foodbankscanada.ca to find out more.

About Campbell Company of Canada

Campbell Soup Company is a global manufacturer and marketer of high-quality foods and simple meals, including soups and sauces, baked snacks and healthy beverages. Founded in 1869, the company has a portfolio of marketleading brands, including “Campbell’s,” “Pepperidge Farm,” “Arnott’s” and “V8.” With a soup plant located in Toronto, ON, Campbell Canada is a subsidiary of Campbell Soup Company. Through its corporate social responsibility program, the company strives to make a positive impact in the workplace, in the marketplace and in the communities in which it operates. Campbell is a member of the Standard & Poor's 500 and the Dow Jones Sustainability Indexes. For more information, visit www.campbellsoup.ca.

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