



NEWS RELEASE

SHAW GO: NFL SUNDAY TICKET MAKES SUNDAYS EVEN BETTER FOR NFL FANS

CALGARY, AB (October 11, 2012) – Shaw Communications brings NFL fans closer to the action with today's launch of Shaw Go: NFL Sunday Ticket, the first app in Canada dedicated to the NFL Sunday Ticket experience.

Available in the App Store for the Apple iPad, the Shaw Go: NFL Sunday Ticket app provides Shaw NFL Sunday Ticket subscribers with live broadcasts of up to 14 NFL regular season games in HD each Sunday afternoon along with interactive features, such as instant replay and play-by-play summaries .

The app is available as a value added service to cable and satellite customers subscribing to Shaw NFL Sunday Ticket. Shaw Direct NFL Sunday Ticket subscribers will also be able to access NFL RedZone within the app, providing the best action from every Sunday afternoon regular season game.

“We know that NFL fans love every chance to get as close to the game as possible. Beyond watching up to 14 NFL games on a tablet every Sunday, the Shaw Go NFL Sunday Ticket app puts fans in control by integrating live player stats, game scores and up to the minute game summaries,” said Peter Bissonnette, President, Shaw Communications Inc. “With the Shaw Go NFL Sunday Ticket app, NFL fans won't miss a thing.”

The Shaw Go: NFL Sunday Ticket app is the second installment of Shaw's TV Everywhere strategy, following the highly successful launch of the Shaw Go: Movie Central app in September. The Shaw Go: NFL Sunday Ticket app is available in the App Store today with content available across the country only to cable and satellite customers subscribing to Shaw NFL Sunday Ticket for the rest of the 2012/2013 season.

Shaw Go will continue to expand to provide customers with more choices in the coming months, including live streaming TV, On Demand content and a selection of family-focused programming. To download and begin enjoying the NFL Sunday Ticket app for the Apple iPad, customers can visit www.shaw.ca/shawgo.

Shaw customers west of Ontario have the added benefit of being able to access content on the Shaw Exo WiFi footprint, now with thousands of WiFi access points available to Shaw Internet customers.

For more information please visit www.shaw.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 19 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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