



NEWS RELEASE

Hockey is Back! Shaw and Shaw Direct have fans covered

Free preview of NHL Centre Ice and TSN Jets through January 31

CALGARY, AB (January 16, 2013) – The schedule's been announced and this Saturday, January 19, the NHL[®] season will be underway. With a variety of channels bringing Canada's game into living rooms across the country, Shaw and Shaw Direct customers won't miss a single shift.

"We love hockey and know our customers want to get in on all the action of 2012-13 NHL season," said Peter Bissonnette, President, Shaw Communications Inc. "This year, in addition to the many sports channels that are included as part of our basic cable and satellite packages, we're also excited to offer free previews and special pricing on NHL Centre Ice and TSN Jets."

NHL[®] Centre Ice™ delivers nearly 600 out-of-market games from across the continent, keeping the most diehard fans satisfied. Customers in the regional broadcast areas of Manitoba, Saskatchewan, Nunavut, the Northwest Territories and Northwestern Ontario can also catch 38 games of the Winnipeg Jets' second regular season via TSN Jets. Both NHL Centre Ice and TSN Jets will be available on free preview until the end of January.

Following the preview period, NHL Centre Ice will be available for a special price of \$49.99 for the full 2012-13 season – a significant savings over last year's half-season package. TSN Jets will be available for a subscription of \$9.95 per month for customers in the Jets' regional broadcast areas.

For fans looking for local games, Shaw and Shaw Direct customers are covered by a number of sports networks, including TSN, TSN2, CBC, RDS, Sportsnet, Sportsnet One and Leafs TV – many included as part of the basic satellite and cable packages. Customers on Shaw Direct can also tune into RDS2 and TVA Sports for more sports action.

For further information about hockey on Shaw and Shaw Direct, including details on how to subscribe to NHL Centre Ice and TSN Jets, please visit shaw.ca or 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 3.3 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 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 NHL Centre Ice

Throughout the regular season, NHL Centre Ice provides fans the opportunity to watch nearly 600 live NHL out-of-market games, many of which will be offered in High-Definition. All games subject to local blackout and other restrictions. For more information on NHL Centre Ice, log on to NHL.com/centreice.

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