



## NEWS RELEASE

### **Shaw and Shaw Direct deliver a slam dunk for basketball fans with the NBA League Pass app on Shaw Go**

**CALGARY, AB (February 13, 2013)** – The latest development in the [Shaw Go](#) suite of apps has arrived with the **NBA League Pass** app on **Shaw Go** launching first in Canada for Shaw and Shaw Direct customers.

Unlocking access to hundreds of out-of-market NBA games from across the continent; the NBA League Pass app on Shaw Go delivers an exceptional NBA experience. Complimentary with an NBA League Pass subscription on Shaw or Shaw Direct, the app lets customers watch both live and playback games on the go with their mobile device up to 48 hours after the game. The league's schedule of games is also available to browse.

“Every shot, every pass, every moment is important in a game. That’s why Shaw continues to innovate and offer customers great offerings like the NBA League Pass app on Shaw Go to redefine what it means to follow your favourite game,” said Peter Bissonnette, President, Shaw Communications Inc. “This new app takes all of the action of the NBA and packs it into a mobile app made exclusively for our NBA League Pass customers, ensuring that with Shaw, you won’t miss a thing.”

Customers can receive all of the benefits of the new NBA League Pass app on Shaw Go free with their subscription to NBA League Pass on Shaw or Shaw Direct:

- With Shaw, NBA League Pass is available as a complimentary package for the rest of this season for [Shaw Friends](#). Shaw Friends is a free program for customers who subscribe to two or more services.
- Additionally, NBA League Pass is available for Shaw customers as a one-time \$98 subscription.
- Shaw Direct customers can get in on the NBA action with the HD Sports package, found alongside 12 other popular high-definition sports stations for \$7.09 per month.

To download and register for the NBA League Pass app on Shaw Go for Apple iOS devices and Android phones, customers can visit [shaw.ca/shawgo](http://shaw.ca/shawgo) or [shawdirect.ca/shawgo](http://shawdirect.ca/shawgo).

The Shaw Go suite of mobile apps will continue to expand, providing customers with live streaming TV, on-demand content and a selection of family-focused programming.

Please visit [shaw.ca](http://shaw.ca) or [shawdirect.ca](http://shawdirect.ca) for information about the products and services offered.

#### **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](http://www.shaw.ca).

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