



NEWS RELEASE

SHAW COMMENTS ON WIRELESS SPECTRUM AUCTION

Calgary, Alberta (March 10, 2008) – Shaw Communications Inc. (“Shaw”) announced today that it has submitted an application to participate in Industry Canada’s Auction for Spectrum Licences for Advanced Wireless Services ("AWS"). This application is part of a public process in which Industry Canada will release the names of all parties who have applied to participate in the auction on March 14, 2008, in addition to providing further information concerning qualified bidders on March 31, 2008.

The auction process is comprised of a number of stages which will take place over several months before winning bidders are determined. There can be no assurance that Shaw's bid will be successful in acquiring AWS spectrum in the auction. In addition, participation in the auction should not necessarily be interpreted as an indication that Shaw intends to build out a wireless network. If successful, the ownership of spectrum will provide strategic flexibility as it may be utilized in a variety of ways and in a timeframe yet to be determined as the competitive communication market evolves.

Shaw Communications Inc. is a diversified communications company whose core business is providing broadband cable television, High-Speed Internet, Digital Phone, telecommunications services (through Shaw Business Solutions) and satellite direct-to-home services (through Star Choice). The Company serves 3.3 million customers, including approximately 1.5 million Internet and 400,000 residential Digital Phone customers, through a reliable and extensive network, which comprises over 575,000 kilometres of fibre. 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).

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