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**SHAW CONNECTS WITH LIONS GATE ENTERTAINMENT FOR  
VIDEO-ON-DEMAND AGREEMENT**

**The Cooler, Wonderland and Cabin Fever among the new titles coming to  
Shaw On Demand**

**CALGARY, AB AND TORONTO, ON (April 1, 2004)** – Shaw Communications Inc. today announced a licensing agreement with Lions Gate Entertainment to provide movies and programming content for Shaw On Demand – Shaw’s video-on-demand service. This deal puts some of today’s most popular and ground-breaking releases right at the fingertips of Shaw Digital customers across Western Canada.

Shaw On Demand provides customers with unprecedented choice and control when watching movies and other programming at home. Customers can choose from hundreds of titles every month, including major motion pictures, classic movies, TV series, children’s programming, adult entertainment and music videos.

“Adding Lions Gate’s leading-edge lineup of current feature films and extensive collection of motion pictures and other content complements the ever-evolving Shaw On Demand library”, said Peter Bissonnette, President of Shaw Communications Inc.

"Lions Gate Entertainment is pleased to be associated with Shaw Communications on this innovative home entertainment service. Shaw's position in the Canadian market gives us an excellent opportunity to provide our content via VOD for our current feature films and extensive library," said Brad Pelman, Senior Vice-President, Sales & Distribution, Lions Gate Films Corp.

Lions Gate will supply Shaw with current feature films and TV series that have garnered international accolades, including the Academy Award®-nominated film *The Cooler*, the chiller hit *Cabin Fever*, and true crime drama *Wonderland*.

Since the launch of Shaw On Demand, customers have been able to experience a growing library of feature films and entertainment from such companies as Alliance Atlantis, Universal Studios, Hallmark Entertainment, and Twentieth Century Fox. In addition, the shawondemand.ca customer interface was recently relaunched, featuring a richer home page, daily updates on new films and entertainment, and more on-demand movie trailers and content previews.

Bissonnette said that while Shaw is continually adding new entertainment to the On Demand library, the company is also introducing new viewing experiences such as High Definition TV content and other customer-focused product innovations.

Full details are available at [shaw.ca](http://shaw.ca) and [shawondemand.ca](http://shawondemand.ca), or by calling 1-888-472-2222.

Lions Gate Entertainment is the premier diversified independent producer and distributor of motion pictures, television programming, home entertainment, family entertainment and video-on-demand content. Its prestigious and prolific library of more than 8000 titles is one of the largest in the industry and the biggest in indie history. The Lions Gate brand name is synonymous with original, daring, quality entertainment in markets around the world.

Shaw Communications Inc. is a diversified Canadian communications company whose core business is providing broadband cable television, Internet and satellite direct-to-home ("DTH") services to approximately 2.9 million customers. Shaw is traded on the Toronto and New York stock exchanges (Symbol: TSX - SJR.B, NYSE - SJR).

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