



SHAW AND CORUS LAUNCH A 3-D REVOLUTION

(May 6, 2009 – Calgary and Toronto, Canada) **Shaw Communications Inc.** and **Corus Entertainment Inc.** introduce a new dimension to television viewing, to provide the largest offering of 3-D TV in Canada. A first in the marketplace, Shaw Video on Demand and Corus' Movie Central will roll out a range of ongoing 3-D content – from box office feature films, family programming, sports, concert events and specials – directly into your home.

“We are convinced that 3-D is the next big breakthrough for enhancing the in-home entertainment experience, and we are committed to developing the content and advancing the technology to support this,” said Jim Shaw, Chief Executive Officer and Vice Chair, Shaw Communications Inc. “With the recent success of 3-D theatrical films at the box office and with an expanding lineup of live action and animated 3-D content in the works, there is clearly a growing excitement and appetite for 3-D entertainment and Shaw is at the forefront of this innovation.”

Shaw Video on Demand and Movie Central's initial schedule of 3-D content, set to launch this summer, will include *NASCAR: The IMAX Experience* and film titles such as *Journey to the Center of the Earth 3D* starring **Brendan Fraser** and based on Jules Verne's classic tale of exploration, and Warner Bros. *Deep Sea*, the 3-D IMAX underwater adventure narrated by **Kate Winslet** and **Johnny Depp**. Shaw will provide free “red and blue” 3-D glasses to all its subscribers.

“Corus is very excited to be partnering with Shaw on the next wave of TV viewing,” said John Cassaday, President and CEO, Corus Entertainment. “By providing world-class content in leading edge formats like 3-D, HD, digital and video on demand, Movie Central offers viewers the ultimate entertainment experience.”

About Shaw Communications Inc.

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 Shaw Direct). The Company serves 3.4 million customers, including over 1.6 million Internet and 750,000 Digital Phone customers, through a reliable and extensive network, which comprises 625,000 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).

About Corus Entertainment Inc.

Corus Entertainment Inc. is a Canadian-based media and entertainment company. Corus is a market leader in specialty television and radio with additional assets in pay television, advertising services, television broadcasting, children's book publishing and children's animation. The company's multimedia entertainment brands include YTV, Treehouse, W Network, CosmoTV, VIVA, Movie Central, HBO Canada, Nelvana, Kids Can Press and radio stations including CKNW, CKOI and Q107. Corus creates engaging branded entertainment experiences for its audiences across multiple platforms. A publicly traded company, Corus is listed on the Toronto (CJR.B) and New York (CJR) exchanges. Experience Corus on the web at www.corusent.com.

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