



NEWS RELEASE

SHAW COMMUNICATIONS AND BC CHILDREN'S HOSPITAL FOUNDATION RAISE \$311,055.00 THROUGH A WORLD OF SMILES TELETHON

CALGARY, AB (May 30, 2011) – Shaw Communications joined BC Children's Hospital Foundation and BC's South Asian community to raise an astounding \$311,055.00 at the annual A World of Smiles telethon on May 29.

Funds raised benefit BC Children's Hospital, Sunny Hill Health Centre for Children and the Child & Family Research Institute, supporting research, equipment and clinical care needs at the facilities. The telethon was aired on Shaw Multicultural Channel, Shaw TV and Shaw Direct throughout British Columbia.

"We are grateful to the South Asian community and Shaw Communications for making this event such a success," said Teri Nicholas, president and CEO of BC Children's Hospital Foundation. "Their generosity and vision in supporting child health in the province helps the hospital care for families throughout BC – from Port Hardy to Cranbrook and everywhere in between."

"Shaw has a strong commitment to enriching the communities where our employees and their families live and work," said Peter Bissonnette, President of Shaw Communications Inc. "We're a family-run company and families have always been our top priority. Our partnership with BC Children's Hospital has spanned more than 20 years, and between the provincial carriage of the annual A World of Smiles telethon and the upcoming Miracle Weekend on Shaw Media's Global BC, we're delighted to be supporting the hospital's fundraising efforts throughout BC."

Funds raised through the A World of Smiles telethon will be presented at the 24th annual BC Children's Hospital Miracle Weekend on June 4 and 5 on Global BC.

About Shaw Multicultural Channel

Since 1990, Shaw Multicultural Channel has partnered with BC Children's Hospital Foundation and television producers from local communities to produce fundraising telethons in support of the hospital's ongoing research, equipment and clinical care needs. For the past 13 years, BC's South Asian community has been a major contributor and fundraiser through A World of Smiles telethon. Shaw Multicultural Channel is owned and operated by Shaw Cablesystems G.P., and is available to customers in Metro Vancouver, Squamish and Whistler BC. For more information, visit www.shawtv.com

About BC Children's Hospital

BC Children's Hospital is the province's only full-service acute care hospital and serves the one million children living in BC and the Yukon. All children who are seriously ill or injured are referred to Children's Hospital and are either treated at the hospital in Vancouver or, in consultation with Children's specialists, in their home community. Last year, more than 78,000 children were treated at Children's Hospital. Funds raised by the Foundation are used to support BC Children's Hospital, Sunny Hill Health Centre for Children and the Child & Family Research Institute. For more information, visit www.bcchf.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 3.4 million customers through a reliable and extensive 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 Television 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.

-30-

For more information contact:

Sandra Murphy
Shaw Multicultural Channel
604.629.3109
sandra.murphy@sjrb.ca

Gloria Cameron
BC Children's Hospital Foundation
604.875.2519
gcameron@bcchf.ca