



100% DIGITAL SATELLITE TV

SHAW FIRST IN CANADA TO LAUNCH AMC IN HD BRINGING CANADIANS AWARD-WINNING SERIES AND FILMS FROM EVERY GENRE

Calgary, Alberta (August 27, 2009) – From hot new episodes of *Mad Men* to top films from every genre, Shaw and Shaw Direct customers will be the first in Canada to watch AMC in High Definition (AMC HD) starting September 1, 2009.

AMC HD will offer viewers outstanding original programming, including episodes from season three of the Emmy and Golden Globe award-winning series, *Mad Men*, Emmy award-winning series *Breaking Bad* and the highly-anticipated mini-series *The Prisoner* in November. AMC HD will also offer movie buffs extensive film choices in broad-based genres from every decade.

“Shaw is leading the way in bringing high value HD programming into Canadian homes. We are excited to be the first cable and satellite company in the country to offer AMC in HD to our customers,” said Peter Bissonnette, President, Shaw Communications Inc. “With our ever-expanding selection of HD content and affordable HD hardware, there has never been a better time for customers to experience the unrivalled quality of HD programming.”

Shaw and Shaw Direct HD customers will enjoy three free months of AMC HD. From December the channel will be available as part of Shaw’s HD Plus package and Shaw Direct’s HD Extra package.

Committed to providing quality entertainment coupled with outstanding customer service, Shaw and Shaw Direct offer nearly two million television customers the best in affordable HD viewing experiences. With the addition of *AMC HD*, viewers can now access more than 55 HD channels with Shaw HD TV and Shaw Direct, plus more than 500 HD titles in Shaw’s VOD library, and Canada’s best no cost HD channel line-up with Shaw Direct.

For more information on Shaw and Shaw Direct HD programming or discounted HD hardware options, visit SHAW.ca or SHAWDIRECT.ca.

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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 775,000 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).

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