



NEWS RELEASE

SHAW RAISES \$300,000 THROUGH THE “MAKING IT HAPPEN” TELETHON

Money Raised will go Directly to Athletes Competing for Canada

CALGARY, AB (November 20, 2008) – Shaw Communications joined Canadian Athletes Now Fund (CAN Fund) to help raise \$300,000 through the “Making It Happen” Telethon, a live auction held November 16th on Shaw TV in Western Canada and nationally on Star Choice.

This televised event was the first of its kind to support high-performance Canadian athletes. Shaw matched viewer contributions of \$150,000 providing a grand total of \$300,000.

For eight hours, 70 Canadian athletes—including members of the 2008 Men's 8 Gold Medal Rowing Team; Carol Huynh, Gold Medalist Wrestling; and Paralympic 100m Gold Medalist Earle Connor were in attendance managing phones and taking bids on the 400 auction items.

“Thanks to the generosity of Canadian viewers, 250 volunteers, the help of the Lions Club of Canada and dedicated sponsors such as Shaw Communications, we are giving our Canadian athletes the funds they need to help them compete against the world’s best,” said Jane Roos, Founder and Executive Director of the CAN Fund. “Fundraising events and public awareness efforts like the ‘Making It Happen’ Telethon will benefit many athletes, supporting CAN Fund’s mission to sustain the dreams of our Canadian athletes. I applaud Shaw for taking on this initiative at a time when our athletes need all Canadians to support them.”

“Shaw has initiated a number of innovative fundraising efforts for the next sixteen months to provide Canadians the opportunity to help us support the athletes who will be competing for Canada,” said Peter Bissonnette, President of Shaw Communications Inc. “As a proud supporter of Canada’s elite athletes, Shaw is pleased to be a part of their journey and thankful to our customers across Canada for their support.”

For more information please visit SHAW.ca.

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 Star Choice). The Company serves 3.4 million customers, including over 1.5 million Internet and 610,000 residential 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 (TSX: SJR.B) (NYSE: SJR).

About the Canadian Athletes Now Fund

The Canadian Athletes Now Fund is a not-for-profit organization devoted solely to raising money and awareness for our Canadian athletes. Celebrating its 11th anniversary, the Fund has helped over 600 Canadian athletes prepare for international summer and winter competitions. Canadian athletes allocate this direct financial support to their training, coaching, nutrition and living expenses. For every contribution over \$25 a tax receipt is issued and the donor finds out which athlete they have supported. www.CanadianAthletesNow.ca.

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For more information, please contact:
Shaw Investor Relations, Investor.relations@sjrb.ca