



NEWS RELEASE

SHAW COMMUNICATIONS ANNOUNCES SPONSORSHIP FOR BOBSLEIGH CANADA SKELETON

Shaw Commits to Making It Happen By Raising Money for Canadian Athletes in Winter Sports

CALGARY, AB (January 15, 2008) – Shaw Communications announced today its sponsorship of the Bobsleigh Canada Skeleton (BCS) teams with a \$225,000 cash donation along with a commitment to employ BSC athletes at Shaw.

“Shaw is proud to sponsor the Bobsleigh Canada Skeleton teams,” said Peter Bissonnette, President of Shaw Communications Inc. “We are pleased to be supporting these athletes and look forward to partnering with them on their exciting journey to excellence.”

Through its 'Hire an Athlete' program, Shaw will provide flexible work schedules for athletes during off-season training and provide grants during their competitive season. The overall 'Hire an Athlete' program will provide \$600,000 to athletes over two years.

Shaw's Bobsleigh Canada Skeleton sponsorship is part of Shaw's 'Making It Happen' campaign, a \$4 million initiative to support Canadian athletes in winter sports as they prepare to compete on the world stage.

In addition, Shaw will host two telethons over the next two years that will call upon all Canadians to help support our athletes. Viewer contributions will be matched by Shaw and these funds will be granted to athletes through CanFund, a not-for-profit organization dedicated to providing financial support to athletes in training.

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) to 3.3 million customers including almost 1.5 million Internet subscribers through a reliable and extensive network, which comprises over 575,000 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).

-30-

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