



NEWS RELEASE

**SHAW TO HOST NATION-WIDE
TELETHON IN SUPPORT OF CANADIAN ATHLETES**

55 Elite Canadian Athletes to Participate

CALGARY, AB (October 29, 2008) – Shaw Communications announced it is launching its first nation-wide televised auction in support of Canadian athletes. Partnering with the Canadian Athletes Now Fund (CAN Fund) and the Lions Club of Canada, Shaw is encouraging Canadians to watch Shaw TV and Star Choice TV on Sunday, November 16th, 2008 from 1:00 – 9:00 pm MST to bid on more than 300 items up for auction.

More than 55 Canadian athletes, including members of the Men’s 8 Gold Medal Rowing Team; Carol Huynh - Gold Medalist Wrestling; and Paralympic 100m Gold Medalist Earl Connor, will be in attendance to manage phones and take auction bids and donations.

Viewer contributions will be matched by Shaw with a maximum goal of \$500,000. This televised event is just one part of Shaw’s \$4 million *Making it Happen* campaign to aid Canadian athletes as they train to compete against the world’s best.

“The next year will be a critical time for our Canadian athletes as they prepare for international competition,” said Peter Bissonnette, President of Shaw Communications Inc. “With the momentum from the Summer Games in Beijing, we hope to garner national interest and pride and collect significant contributions for these athletes.”

“CAN Fund is thrilled to have Shaw on our team,” said Jane Roos, Founder and Executive Director of the Canadian Athletes Now Fund. “CAN Fund has been set up to support athletes when they need the support the most, years before the medals, and Shaw’s *Making it Happen* campaign will generously sustain the dreams of our Canadian athletes through necessary fundraising and public awareness.”

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 (Symbol: 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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