



NEWS RELEASE

SHAW ANNOUNCES TELEVISION CHANNEL LINE-UP CHANGES

Additional HD Content Added to Channel Line-up

CALGARY, AB (April 17, 2008) – Shaw Communications announced today that its channel line-up will be changing April 22, 2008 through April 24, 2008 in all markets to accommodate new high-definition (HD) channels and HD Pay Per View. The new HD content features TLC HD, Encore Avenue HD and additional HD Pay Per View movies and events giving our customers more HD selection than ever before.

The markets affected starting April 24, 2008 will include:

- **British Columbia** – Vancouver, Kamloops, Kelowna, Penticton, Vernon, Prince George, Quesnel, Williams Lake, 100 Mile House, Squamish, Nanaimo-Duncan;
- **Alberta** – Fort McMurray, Edmonton, Redwater, Lloydminster, Vermilion, Lethbridge, Cardston, Medicine Hat, Brooks;
- **Manitoba** – Winnipeg;
- **All Digital Launches** – Squamish, Nanaimo-Duncan, BC.

“We’re committed to bringing our customers quality programming that appeals to all viewers,” said Peter Bissonnette, President of Shaw Communications Inc. “We’ve adjusted our channel line-up to make room for new channels that will improve our customers’ viewing experience by providing world class high-definition entertainment.”

For full details and market specific channel line-ups, 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 over 3.3 million customers, including 1.5 million Internet and 500,000 residential Digital Phone customers, through a reliable and extensive network, which comprises over 600,000 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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