



NEWS RELEASE

SHAW ANNOUNCES TELEVISION CHANNEL LINEUP CHANGES

A Better Viewing Experience for Customers

CALGARY, AB (November 14, 2008) – Shaw Communications announced today its channel lineup will be changing on November 18 and 19 in all markets. The changes will give Shaw customers a better viewing experience by grouping high definition (HD) channels together for ease of channel surfing. Shaw customers can expect to see more HD events, movies and sports coming to their lineup.

A unique new offering joining Shaw's lineup is *The Frame*, a 24-hour High Definition, commercial-free photographic art service showcasing stunning visual imagery from celebrated artists and photographers worldwide.

Shaw channel changes will take effect on the following days:

- **November 18** – Calgary, Canmore, Banff, Edmonton, Redwater, Edson, Lethbridge, Medicine Hat, Brooks, Vancouver, Squamish, Whistler, Winnipeg, rural Manitoba, Kenora, Saskatoon and Prince Albert.
- **November 19** – all other markets

“Ensuring our customers have the best viewing experience is always a priority at Shaw,” said Peter Bissonnette, President of Shaw Communications Inc. “We’re proud to offer over 50 HD channels and are committed to continuing to grow our HD offerings. Shaw strives to always provide our customers with the best in TV entertainment.”

For full details and market specific channel lineups, 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).

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