



NEWS RELEASE

ASIA NOW CLOSER THAN EVER WITH SHAW DIGITAL PHONE *Asia Unlimited Calling Plan Offers More Talking Time for Customers*

CALGARY, AB (February 5, 2010) – Shaw Digital Phone customers will now be able to talk longer with friends and family in Asia, thanks to the Asia Unlimited Calling Plan.

Residential phone customers can now make unlimited calls to landline and mobile numbers in China, Hong Kong and Singapore, and to landline numbers in Taiwan – all for just \$6.95 per month. The Asia Unlimited Calling Plan can be added to any Shaw Digital Phone package, without additional monthly administration fees.

“Shaw is committed to meeting the needs of our customers, including those in our Asian Canadian communities,” said Peter Bissonnette, President, Shaw Communications. “We first offered customers the Asian Bundle at an affordable rate – and are furthering value in launching the Asia Unlimited Calling Plan to some of our most popular calling destinations.”

Shaw has also reduced long-distance rates for residential and commercial customers calling without the Asia Unlimited Calling Plan. The reduced long-distance rates are:

Country	Previous rate	New rate	Effective on
China	3¢/minute	2¢/minute (landline/mobile)	January 26
Hong Kong	3¢/minute	2¢/minute (landline/mobile)	January 26
Singapore	4¢/minute	2¢/minute (landline/mobile)	January 26
Taiwan	4¢/minute	2¢/minute (landline)	January 26
Taiwan	13¢/minute	9¢/minute (mobile)	January 26
Vietnam	10¢/minute	5¢/minute (landline/mobile)	January 26

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 Shaw Direct). The Company serves 3.4 million customers, including over 1.7 million Internet and 900,000 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).

-30-

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