



NEWS RELEASE

NEW FAMILY-FOCUSED CHANNELS FIND A HOME AT SHAW ***Disney XD, Disney Junior and Family Channel HD added to Shaw's Family Pack***

CALGARY, AB (November 15, 2011) – Just in time for the holidays, Shaw Cablesystems G.P. is excited to announce the addition of family-focused channels with the launch of Astral's Disney XD in Standard and High Definition as well as Family Channel HD and Disney Junior.

Customers can enjoy the new programming as part of a free preview from November 15 to January 10. Associated Shaw Video On Demand content will also debut in December, allowing families to watch episodes from the new channels instantly at any time. The new channels and VOD content will join nine existing channels as part of the Family Pack for \$5 per month with the Shaw Plan Personalizer. Customers can also access the new Standard Definition channels through Digital TV, while the High Definition channels will join the HD Plus package.

"We're proud to include this additional content to our already broad selection of family programming," said Peter Bissonnette, President, Shaw Communications Inc. "With the launch of these new channels, the variety of family-focused live and on demand content is better than ever before."

The new channels and their associated Shaw Video On Demand offerings bring a variety of unique programming to Shaw, including programming aimed at boys and younger children.

"The launch of Disney XD and Disney Junior has been eagerly anticipated and I am thrilled that these channels will now be available to Shaw customers," said Joe Tedesco, Senior Vice-President and General Manager, Astral Kids. "The offerings of both these brands are unlike anything else in the marketplace. By launching these channels, Shaw has demonstrated its dedication to offering its customers a wealth of family programming options."

Family Channel HD provides a commercial-free mix of series, movies and specials dedicated to celebrating family life, with a large portion of programming from Disney. Disney XD offers programming targeted at boys ages 6-14 and their quest for discovery and adventure while still inclusive of girls who desire similar themes and programs. The network includes programming such as *Kick Buttowski – Suburban Daredevil*, *Kickin' It* and *Wingin' It*. Disney Junior is a commercial-free network that celebrates magical and heartfelt stories with popular shows like *Jake and the Never Land Pirates*, *Mickey Mouse Clubhouse* and *Stella and Sam*.

For more information about Shaw and its services, please visit www.shaw.ca. To learn more about Astral, visit www.astral.com.

About Shaw Communications Inc.

Shaw Communications Inc. is a diversified communications and media company, providing consumers with broadband cable television, High-Speed Internet, Home Phone, telecommunications services (through Shaw Business), satellite direct-to-home services (through Shaw Direct) and engaging programming content (through Shaw Media). Shaw serves 3.4 million customers, through a reliable and extensive fibre network. Shaw Media operates one of the largest conventional television networks in Canada, Global Television, and 18 specialty networks including HGTV Canada, Food Network Canada, History Television and Showcase. 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). For more information about Shaw, please visit www.shaw.ca.

About Astral Media Inc.

Disney XD, Disney Junior and Family are members of the Astral family. Astral Media Inc. (TSX : ACM.A/ACM.B) is one of Canada's largest media companies. It operates several of the country's most popular pay and specialty television, radio, out-of-home advertising and interactive media properties. Astral plays a central role in community life across the country by offering diverse, rich and vibrant programming that meets the tastes and needs of consumers and advertisers. To learn more about Astral, visit astral.com.

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