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NEWS RELEASE

WARM UP YOUR HOLIDAYS WITH SHAW'S FIRE LOG CHANNEL *Christmas favourites return to Shaw and Shaw Direct*

CALGARY, AB (December 10, 2009) – Whether decking the halls or rockin' around the Christmas tree, Shaw customers will enjoy the magic of television with the return of holiday classics on Shaw and Shaw Direct throughout the Christmas season.

Viewers can cozy up in front of their televisions and enjoy the warmth of a natural, flickering fire, complete with crackling sounds on the Shaw Fire Log Channel. Shaw's holiday programming wouldn't be complete without the Shaw Christmas Tree, a 50-foot Colorado Spruce magnificently decorated with more than 6,000 multi-coloured light bulbs and hundreds of festive ornaments.

"Every year we hear wonderful stories from our viewers about our Fire Log and how it played a role in their holiday celebrations," said Peter Bissonnette, President, Shaw Communications. "For decades, families have opened their presents, hosted parties and even gotten engaged in front of our Fire Log. We're proud that this holiday classic has become a tradition in many homes."

Shaw customers will also be able to celebrate the holidays with Galaxie music. From now until January 3, three channels will offer full-time holiday music – Smooth Jazz Christmas, Franco Fête and Traditional Holiday. Other Galaxie channels will also feature holiday music in regular rotations. Seasonal programming can also be found on local Shaw TV channels and Shaw Direct 299.

Shaw's holiday programming is airing on several channels – check local listings for channels in your area.

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 1.6 million Internet and 800,000 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).

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For further information, please contact:
Shaw Investor Relations investor.relations@sjrb.ca