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## NEWS RELEASE

### **SHAW'S MUCH-LOVED FIRE LOG SPARKS CONVERSATION** ***The Shaw Fire Log now available 24/7 on Shaw and Shaw Direct***

**CALGARY, AB (December 3, 2010)** – Shaw's historic Fire Log is back again to warm the homes of Shaw and Shaw Direct customers this holiday season.

“We're already hearing how the Fire Log adds to Canadian holiday tradition,” said Peter Bissonnette, President, Shaw Communications Inc. “Every year, the lighting of the Shaw Fire Log ignites the holiday season, this year it also sparked conversation when we didn't dedicate an entire channel to it.”

“When we heard how important it was to our customers, we immediately expanded our viewing options. In this age of social media and conversation, we were able to quickly hear the voice of our customers and have taken action.”

The Fire Log can now be found 24 hours a day, 7 days a week until January 2<sup>nd</sup> on 'The Frame' for Shaw and Shaw Direct customers. The Frame is available on Shaw on channels 165 SD and 212 HD. Shaw Direct customers can check their local guide for the channels in their area or visit [SHAWDIRECT.CA](http://SHAWDIRECT.CA) for local listings.

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 19 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](http://www.shaw.ca).

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