



NEWS RELEASE

THE FRAME LAUNCHES IN HIGH DEFINITION

Shaw Unveils Breathtaking Photographic Service to Customers

CALGARY, AB (July 29, 2008) – First came the Fire Log, Turkey TV and the Christmas Tree video. Now, Shaw Communications is thrilled to unveil “The Frame”, a 24-hour High Definition, commercial-free photographic art service showcasing electrifying visual imagery from celebrated artists and photographers worldwide. From exclusive fine art collections to award-winning photographs, The Frame will allow viewers to experience the world of illustrious photography and art in HD from the comfort of their own living rooms.

The must-see premiere of The Frame will offer photography and art lovers awe-inspiring images from 16 galleries, including *Canada Collects, Animal Kingdom, Water World, Birds of a Feather, The Seven Seas, Canadian Horizons, City Lights, Sands of Time, Gardens of Delight*, and many others. With rhythmic music to set the mood for each magical artistic theme, the galleries rotate every 30 minutes with images changing every 30 seconds.

“The Frame will turn your TV into a virtual picture frame where photographs and artwork from around the globe will be featured to deliver stunning visuals 24-hours a day. When your neighbours and guests see this, they will be envious,” said Peter Bissonnette, President, Shaw Communications. “The popularity of our Holiday Fire Log video, the Turkey TV video and the Christmas Tree video inspired this fresh approach.”

On July 29, 2008, The Frame will make its highly-anticipated and exclusive debut in Calgary on Shaw HD channel 225. It will then be launched in other major markets in September 2008.

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 over 3.3 million customers, including 1.5 million Internet and 550,000 residential Digital Phone customers, through a reliable and extensive network, which comprises over 600,000 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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