



## NEWS RELEASE

### **HIGH-DEFINITION SPORTS INCLUDED AT NO EXTRA COST WITH SHAW** *Sportsnet, Sportsnet ONE and TSN, now part of Shaw's Personal TV package*

**CALGARY, AB (January 19, 2012)** – Shaw Cablesystems G.P. is pleased to announce that, Sportsnet, Sportsnet ONE and TSN are now available in High-Definition as part of Shaw's basic television packages. This means that with Shaw, customers can now watch their favourite sports in real-time High-Definition at no extra cost.

With the addition of these popular sports channels to Shaw's basic High-Definition packages, including our Personal TV package, all customers can now enjoy a variety of sports-focused entertainment, with coverage of NHL, CFL, NBA, MLB, golf, curling and many other popular sports.

Hockey fans can now fuel their love of the game with even more NHL games in High-Definition. Thanks to the packaging changes, Canucks, Flames and Oilers fans can watch their team at no additional cost on their local Sportsnet channels.

"As a Canadian company, Shaw understands the importance of national and regional sports across our country and in the communities we serve," said Peter Bissonnette, President, Shaw Communications Inc. "We are excited to expand access to these popular sports channels to our cable customers through their availability in our basic High-Definition TV packages."

Personal TV brings customers their favourite programming with over 100 channels, including 19 in stunning High-Definition and up to 55 commercial-free digital music channels. In addition to sports programming, Personal TV offers exceptional HD specialty channels like HGTV, History, the Food Network and YTV. Customers who subscribe to Personal TV and have HD capable equipment, will receive these channels at no extra cost.

For more information about Shaw, please visit [www.shaw.ca](http://www.shaw.ca).

#### **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](http://www.shaw.ca).

- 30 -

#### **For further information, please contact:**

Katherine Emberly  
Vice President, Communications & Public Relations  
Shaw Communications Inc.  
(403) 750-4500  
[katherine.emberly@sjrb.ca](mailto:katherine.emberly@sjrb.ca)

Lindsay Krzepkowski  
Manager, Media Relations  
Shaw Communications Inc.  
(403) 750-7439  
[lindsay.krzepkowski@sjrb.ca](mailto:lindsay.krzepkowski@sjrb.ca)