



NEWS RELEASE

HISTORY TELEVISION AND THE SCORE DEBUT ON SHAW HD

Shaw First to Offer History HD

CALGARY, AB (October 13, 2009) – From the great historical battles to the classic sports battles, Shaw customers can now experience it all in High Definition as Shaw Cablesystems G.P. today announced the launch of two new services to its HD line up. History Television and The Score will now be available in High Definition as part of Shaw HD Plus.

“High-Definition is in great demand with our customers,” said Peter Bissonnette, President, Shaw Communications. “Our customers can now watch History Television and The Score in full HD quality and clarity. We continue to expand our HD line-up with popular and high quality programming services and we are delighted to offer our customers these new services.”

As Canada’s number one source for entertaining television in an historical context, History Television HD brings to life people and events from the past and history in the making. History Television HD captivates audiences with blockbuster movies, award-winning documentaries and cutting-edge living history series, including *Ice Road Truckers*, *Expedition Africa*, and *Ice Pilots NWT*. History Television HD will be available to Shaw customers on channel 231 as part of Shaw’s HD Plus package.

The Score HD features an exciting line-up of live programming including NBA games, Toronto Raptors basketball, WWE, EPL Soccer and NCAA football and basketball including exclusive coverage of NCAA March Madness. In addition, The Score’s signature short-form programming, from the infamous Cabral “Cabbie” Richards to the hilarious Gerry Dee, provides fans with a unique perspective on sports. Shaw HD customers will have an all-access free preview pass to watch The Score HD between October 15 and November 30 on channel 232.

For more specific information, please visit SHAW.CA.

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 775,000 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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