



SHAW TO TRIAL HOTSPOT 2.0

CALGARY, AB (October 27, 2011) – Shaw Communications Inc. (“Shaw”) announced today that it will conduct a technical trial of HotSpot 2.0 in conjunction with Cisco Systems (“Cisco”) who was recently selected as Shaw’s Wi-Fi technology partner. HotSpot 2.0 will represent a significant improvement in Wi-Fi accessibility and security.

With HotSpot 2.0 Shaw’s broadband Wi-Fi-enabled customers will automatically connect and authenticate to the best Wi-Fi network without having to manage complex configuration settings on their devices. Security is a major concern for Shaw and our customers. To address this, HotSpot 2.0 enables encryption ensuring that Wi-Fi access is secure and customers’ data is protected.

The trial will be conducted in several Shaw locations and will test, among other things, automatic and secure authentication for Shaw customers equipped with HotSpot 2.0 devices (e.g. smartphones and tablets). The results of the trial will be presented by Cisco at the 2012 Mobile World Congress in Barcelona.

“This is another important step in the development of our Wi-Fi strategy. HotSpot 2.0 brings together a common set of standards that deliver a 4G like end-user experience to Wi-Fi authentication, security, and roaming and is further confirmation of the significance of Wi-Fi in the broadband wireless ecosystem,” said Peter Bissonnette, President, Shaw Communications Inc.

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.

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