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NEWS RELEASE

SHAW KICKS OFF THE NEW YEAR WITH HOCKEY FINALS *Mac's AAA Midget Hockey Finals to be aired on Shaw/Shaw Direct*

CALGARY, ALBERTA (December 16, 2009) – Canadian hockey fans will get their hockey fix on New Year's Day with the airing of the Mac's AAA Midget Hockey Tournament Finals on Shaw and Shaw Direct.

The tournament, taking place in arenas throughout Calgary, is the most prestigious Midget-level hockey tournament in North America. Forty teams with players aged 15-17 from throughout North America will travel to Calgary to participate. In its 32nd year, the finals for both womens and mens of the Mac's AAA Midget Hockey Tournament will be shown on Shaw and Shaw Direct as part of a two-year broadcast rights agreement.

"The Mac's AAA Midget Hockey Tournament is a major event for the Calgary hockey community, drawing up to a hundred thousand spectators every year," said Peter Bissonnette, President, Shaw Communications Inc. "We're proud to showcase the talents of all our young players by providing exclusive coverage of this outstanding hockey tournament on Shaw and Shaw Direct."

Coverage of the finals will take place on New Year's Day – the womens' game will be aired at 10 a.m. MST and the mens' final at 2 p.m. MST. Viewers throughout Western Canada and Northern Ontario can tune in to their local Shaw TV channel to catch the games, or via Channel 299 on Shaw Direct.

Repeats will be available on January 2 and 3, 2010 – and featured in the Free Zone on Shaw Video on Demand throughout January.

"Mac's is very excited about the partnership with Shaw and Shaw Direct the addition of the Female Championship games broadcast this year," says Ron Thompson, Marketing Manager, Mac's Convenience. "There are many exciting offerings for fans of this week-long event – together with Shaw we are ensuring each year is better than the last."

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 800,000 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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