



NEWS RELEASE

**SHAW BRINGS EXCLUSIVE, LIVE SAULT STE. MARIE GREYHOUNDS
GAMES TO ITS CUSTOMERS**

Complete Game Line-up Scheduled for the 2008-09 Season

SAULT STE. MARIE, ON (January 15, 2008) – Shaw Cable is proud to announce today that Shaw TV will broadcast live Ontario Hockey League (OHL) coverage of the Sault Ste. Marie Greyhounds games. The excitement begins on Shaw TV Channel 10 with the Soo Greyhounds facing off against the Niagara IceDogs on January 17, 2008 at the Steelback Centre.

“Shaw is pleased to provide Soo fans with a complete line-up of hockey coverage featuring the Soo Greyhounds,” said Peter Bissonnette, President of Shaw Communications Inc. “We look forward to broadcasting the best in local OHL hockey action.”

Games scheduled at home and away will be broadcast live throughout the next three months and into the playoffs, providing Soo Greyhounds’ fans a chance to watch every game as it happens.

“This partnership brings fans of Sault Ste. Marie closer to the action and allows them to follow not only the Greyhounds, but all of the bright young stars in the league,” said David Branch, Commissioner, Ontario Hockey League. “We look forward to growing this partnership into the future.”

This is the first time local fans will have access to Soo games on TV, and Shaw TV will air the action for the scheduled 2008-09 season and throughout the playoffs.

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) to 3.3 million customers including almost 1.5 million Internet subscribers through a reliable and extensive network, which comprises over 575,000 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).

The Shaw TV OHL Hockey Schedule includes the following games:

Away Games:

January 17 th	Niagara
January 20 th	Brampton
February 3 rd	Windsor
February 21 st	Sarnia
February 24 th	London
March 6 th	Windsor
March 7 th	Kitchener
March 9 th	Sarnia

Home Games:

January 26 th	Oshawa
January 27 th	Guelph
February 9 th	Kitchener
February 10 th	Guelph
February 15 th	Mississauga
February 16 th	Sarnia
February 29 th	Windsor
March 1 st	London

Additional games to be determined.

-30-

For more information, please contact:
Shaw Investor Relations Department
Investor.relations@sjrb.ca