



## NEWS RELEASE

### SHAW HELPS KEEP HALLOWEEN SAFE AND FUN FOR COMMUNITIES WITH PUMPKIN PATROL

**CALGARY, AB (October 27, 2008)** – Ghouls, witches and skeletons may be out Halloween night, but the streets will be safer thanks to Shaw’s employee-run Pumpkin Patrol program.

The distinctive blue Shaw vans will be out Halloween night patrolling the streets of local communities helping to make sure kids are safe and secure. If any trick-or-treaters are in need of assistance, they can go to the police, a block parent or a blue Shaw van for help. In partnership with Teletoon and the Family channel, our volunteers will also be giving out treat bags to children.

“We’ve been doing Pumpkin Patrol for 24 years and it’s extremely important to our company and our employees,” said Peter Bissonnette, President of Shaw Communications Inc. “It’s a wonderful opportunity to get connected with the community and to help ensure a safe Halloween for everyone.”

More than 500 Shaw employees are pivotal in making Pumpkin Patrol a success. Collectively, they volunteer in excess of 1600 hours each year to help make this tradition a reality.

For more information on Shaw products or services, visit [SHAW.CA](http://SHAW.CA) or call 1-888-472-2222.

#### **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). The Company serves 3.4 million customers, including over 1.5 million Internet and 610,000 residential 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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For more information, please contact:

Shaw Investor Relations

[Investor.relations@sjrb.ca](mailto:Investor.relations@sjrb.ca)