



NEWS RELEASE

SHAW TO HOST SECOND NATIONAL AUCTION IN SUPPORT OF CANADIAN ELITE ATHLETES

Over 70 Canadian athletes to be in attendance

CALGARY, AB (May 12, 2009) – Shaw Communications today announced it is launching its second nation-wide auction in support of Canadian Athletes Now Fund (CAN Fund) and Canadian athletes. The *Making it Happen* auction will be held on Sunday, June 7th from 12:00 – 8:00 pm (PST). The auction will be broadcast live on Shaw TV and Shaw Direct across Canada; and an integrated online auction component will run simultaneously to allow for bids from the web.

“Our goal is to help raise \$1Million for Canadian athletes by the end of the year. Shaw will match up to \$500,000 dollars,” said Peter Bissonnette, President of Shaw Communications, Inc. “When our athletes compete for Canada, we want them to know that Shaw stands behind them. The *Making it Happen* auction is about raising funds for athletes – but it’s also about raising our national spirit.”

“The items up for auction are simply unparalleled,” said Bissonnette. “More than 350 auction items have already come in from all over the country - everything from signed hockey jerseys and sports gear, to electronics, to trips and gift certificates. We’re encouraging people to visit our website to pre-register and take a look at the auction items ahead of time.”

The online auction site launches today at www.shaw.ca/auction and will allow Canadians to pre-register for the June 7th auction and pre-bid on select items. The site also highlights Canadian amateur athletes and provides an online donation area for CAN Fund. Anyone who donates to CAN Fund will immediately find out which athlete(s) their money will support.

“We’re very excited to be doing a second national auction with Shaw. It’s inspiring for our athletes to be able to answer the auction phones and speak directly to the people who are supporting their dream,” says Jane Roos, Founder and Executive Director of the Canadian Athletes Now Fund. “Connecting our athletes and donors has always been a goal of CAN Fund. That’s why with every contribution the donor finds out which athlete they supported. It gives people someone to cheer for.”

In addition to the two auctions, Shaw is powering Canadian athletes in a number of other ways including sponsoring the Bobsleigh Canada Skeleton teams and a ‘Hire-an-Athlete’ program which allows five athletes to work part time and be paid full time.

The first *Making it Happen* auction was held in Calgary on November 16th, 2008 and brought in over \$300,000 towards the \$1 million goal. The funds were distributed directly to Canadian athletes through Canadian Athletes Now Fund (CAN Fund) and were used to help pay for their most basic needs, such as food and shelter.



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For more information please visit www.shaw.ca/auction

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 750,000 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).

About the Canadian Athletes Now Fund

The Canadian Athletes Now Fund is a not-for-profit organization devoted solely to raising money and awareness for our Canadian athletes. Celebrating its 11th anniversary, the Fund has helped over 600 Canadian athletes prepare for international summer and winter competitions. Canadian athletes allocate this direct financial support to their training, coaching, nutrition and living expenses. For every contribution over \$25 a tax receipt is issued and the donor finds out which athlete they have supported. www.CanadianAthletesNow.ca

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