



NEWS RELEASE

SHAW SIGNS LONG TERM DEAL WITH BELL MEDIA

CALGARY, AB (October 19, 2011) – Shaw Communications Inc. (“Shaw”) announced today that it has reached a long term agreement with Bell Media (“Bell”) covering 30 Canadian programming services including some of the most popular services like TSN, TSN2, RDS, Space and Discovery Channel.

“We are pleased that we have been successful in reaching a comprehensive, market-based deal with Bell that balances our competitive need to provide our customers with choice and packaging flexibility while ensuring that customers continue to receive a wide variety of programming services at reasonable prices. This is a clear indication that distributors and programming services can achieve reasonable commercial arrangements based on competitive and market realities,” said Peter Bissonnette, President of Shaw Communications, Inc.

Customers will continue to receive these programming services in the traditional packages that they have enjoyed for many years, or they have the option of creating their own programming line-up through the Shaw Plan Personalizer. Details on the Shaw Plan Personalizer and other programming options are available at www.shaw.ca.

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.

- 30 -

For further information, please contact:
Shaw Investor Relations investor.relations@sjrb.ca