



NEWS RELEASE

**SHAW TO BE THE EXCLUSIVE 3D PROVIDER
OF MASTERS TOURNAMENT IN CANADA**
First in Canada to Broadcast 3D-HD TV Content

CALGARY, AB (March 31, 2010) – Shaw Communications Inc. announced today that it is the first communications provider in Canada to offer 3D-HD content. Shaw will be the exclusive Canadian 3D distributor of the upcoming 2010 Masters Tournament.

For the first time ever, Shaw HD customers with new 3D televisions will be able to view the 3D-HD production in the comfort of their homes. Approximately two hours per day of live 3D coverage will be broadcast from the tournament. The 2010 Masters is scheduled for April 7 – 11 in Augusta, Georgia.

“We are thrilled to provide this inaugural, never-before seen footage to our HD customers in Western Canada,” said Peter Bissonnette, President, Shaw Communications Inc. “We have a history of being an innovator in the broadcast marketplace and are proud to be the first to provide this ground-breaking technology so our customers can experience the excitement of the Masters in a completely new format. We will continue to pioneer Canadian television and search for new and innovative opportunities.”

To view the Masters in 3D, Shaw HD customers will require a 3D television, the TV manufacturer’s specified 3D glasses and a Shaw HD cable box. Two hours of commercial-free, live afternoon 3D coverage will be available each day beginning on Wednesday, April 7 and continuing throughout the four Tournament rounds from April 8-11. The limited 3D coverage will focus on the back nine holes of Augusta National Golf Club, allowing Shaw customers to experience the Masters in a completely new and engaging way, using different camera angles produced by the Masters.

The Masters in 3D will be complimentary to Shaw customers and available on Shaw HD channel 318. Masters coverage will continue to be available to Shaw customers in both High Definition and Standard Definition. High Definition customers require a Shaw HD or HD PVR terminal.

For more information, please visit SHAW.CA.

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 1.7 million Internet and 900,000 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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For more information, please contact:
Shaw Investor Relations Department, Investor.relations@sjrb.ca