



NEWS RELEASE

SHAW LAUNCHES NEW SPORTS CHANNELS IN HIGH DEFINITION

Big Ten Network and GOLF CHANNEL Now Available

CALGARY, AB (December 18, 2008) – Die-hard sports fans want it all, from professional sports to collegiate events. High Definition sports programs just got even better as Shaw Cablesystems G.P. launches the Big Ten Network in HD and SD and GOLF CHANNEL in HD. And just in time for holiday gift-giving, Shaw is offering a free preview of both networks until January 31, 2009.

Collegiate and golf fans alike can now tune in to original programming, classic games and coaches' shows 24 hours a day, 365 days a year. The Big Ten Network is dedicated to covering the Big Ten Conference and its 11 member institutions, including Michigan State University, Ohio State University, Purdue University and Pennsylvania State University. The GOLF CHANNEL provides premier coverage of 47 PGA TOUR events and world golf championships such as the Mercedes Championship, the Sony Open, the Bob Hope Chrysler Classic, the European Tour, and the Sunshine Tour of Southern Africa.

"Canadians love their sports, which is why we are excited to offer Shaw's dedicated fans the Big Ten Network and the GOLF CHANNEL in HD," said Peter Bissonnette, President, Shaw Communications. "There is nothing that matters more to our sports fans than their favourite sports, showcased with picture clarity and cinematic surround sound from our HDTV service. It's all about delivering quality sports television right in their living room."

With the new additions of the Big Ten Network and the GOLF CHANNEL, Shaw now offers six of the top HD sports channels as part of its HD Plus service. For only an additional \$9/month, Shaw HD Plus customers have access to the most popular sports and entertainment HD networks including: TSN, TSN2, Sportsnet, SPEED, Big Ten Network, GOLF CHANNEL, Discovery Channel, National Geographic Channel, WGN, A&E Network, The Learning Channel (TLC), Showcase Channel, and HDNet.

Channel availability may vary by market. For specific 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 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 (TSX: SJR.B) (NYSE: SJR).

-30-

For more information, please contact:

Shaw Investor Relations,
Investor.relations@sjrb.ca