



NEWS RELEASE

SHAW POWERS-UP WITH INNOVATIVE NEW DATA CENTRE *Energy efficient data centre to further propel Shaw's broadband technology*

CALGARY, AB (July 13, 2011) – Shaw Communications Inc. is proud to be breaking ground on a new energy efficient data centre in Calgary, Alberta. The centre is scheduled to be completed in spring 2014 and will provide a power boost to Shaw's next-generation broadband technology.

"In a digital world, there is no question that customers are looking for unparalleled connectivity and power," said Peter Bissonnette, President, Shaw Communications Inc. "We're already delivering unparalleled speeds with our newly announced Internet packages, but we know technology doesn't stand still. Shaw's new data centre will ensure we're able to stay ahead of the technology curve with an energy efficient infrastructure that is able to handle new innovations as they come."

Construction of the centre will begin in July 2011 and incorporates "free cooling." This will allow Shaw to cool the data centre without heavily relying on traditional air conditioning. This low impact technique supports Shaw's commitment to reducing their environmental footprint. In the last year Shaw eliminated 5,176 tons of carbon by using renewable wind energy in three of their buildings – an equivalence of taking more than 900 cars off the road.

"Sustainability is top of mind at Shaw," stated Bissonnette. "In recent years we have introduced several processes that manage our impact on the environment – from vendor selection to building practices, including LEED certification, and vehicle choices. We're proud to be making responsible decisions."

For more information about Shaw, please visit 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.

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