



NEWS RELEASE

STAR CHOICE BECOMES SHAW DIRECT

Providing Customers Coast to Coast with More Choice in Entertainment

Calgary, Alberta (April 15, 2009) – Shaw Communications Inc. announced today that Star Choice, the direct to home satellite subsidiary of Shaw, has been renamed Shaw Direct. The move builds upon the extension of the brand in 2007 to include the divisions of Shaw Tracking, Shaw Business Solutions and Shaw Broadcast Services.

“The renaming of Star Choice to Shaw Direct allows us to continue to offer our customers the same outstanding service while aligning all of our product and service offerings under one single brand,” said Peter Bissonnette, President, Shaw Communications Inc. “This will help us strengthen the Shaw name from coast to coast.”

Customers can still contact Shaw Direct through the existing website, phone numbers and email addresses, which will all be automatically redirected.

For more information on Shaw Direct, visit SHAWDIRECT.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 1.6 million Internet and 700,000 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 further information, please contact:

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