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NEWS RELEASE

SHAW DIRECT GROWS HD LINEUP WITH LAUNCH OF HISTORY HD
Bringing history buffs High Definition experiences

CALGARY, AB (November 17, 2009) – From the classic episodes of *M*A*S*H* to exploring the stealth submarines of the Cold War era on *Nuclear Sharks*, Shaw Direct customers can immerse themselves in High Definition (HD) history. Starting November 17, 2009, Shaw Direct's HD lineup will grow to 58 HD channels with the launch of History HD.

“With the launch of History HD Shaw Direct viewers can now re-live the world's greatest historic moments in unrivaled picture quality and clarity,” said Peter Bissonette, President, Shaw Communications. “With outstanding offers available on our HD receivers and an ever-expanding lineup, there has never been a better time to experience HD with Shaw Direct.”

As Canada's number one source for entertaining television in a historical context, History HD brings to life people and events from the past and history in the making. History HD captivates audiences with blockbuster movies, award-winning documentaries and cutting-edge living history series, including *Ice Road Truckers*, *Expedition Africa*, and *Ice Pilots NWT*.

History Television HD will be available to Shaw Direct customers on 259/365 as part of Shaw Direct's HD Extra package, featuring AMC HD, A&E HD, Discovery HD and more, for as little as \$4.99 per month.

For more information visit SHAWDIRECT.CA or your interactive program guide.

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 1.6 million Internet and 800,000 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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