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NEWS RELEASE

SHAW DIRECT LAUNCHES ONLINE VIDEO ON DEMAND LIBRARY *Delivering on-demand entertainment anywhere in Canada*

CALGARY, AB (March 15, 2011) – Shaw Direct announced today the launch of its new online Video On Demand (VOD) library, accessible anywhere in Canada. Shaw Direct customers can now watch hundreds of movies and TV shows on-the-go, on their computer, with Shaw Direct Online VOD.

“The entertainment landscape is changing and more than ever consumers want to access content on the go,” said Peter Bissonnette, President, Shaw Communications Inc. “Shaw Direct’s new Online VOD library is only the beginning of our continual commitment to deliver full-access on demand content to our customers, so they can experience exceptional entertainment anywhere in Canada.”

Shaw Direct customers now have access to an online VOD library at VOD.SHAWDIRECT.CA where they can order programs on demand and enjoy them conveniently on their computers. Titles like *The Switch*, *Despicable Me* and *Buried* and fan-favourite titles like *Forgetting Sarah Marshall* and *Twilight: Eclipse* are now available online, with more titles being added each month.

Recently added to the online VOD library are popular TV shows from HGTV, Food Network and History Channel as well as new release movies from Universal Studios, Maple Pictures and Metro-Goldwyn-Mayer Studios Inc. (MGM). In addition, customers with Movie Central as part of their TV package can watch movies and shows from Movie Central at no additional charge. Award-winning HBO TV series such as *True Blood*, *Entourage* and *Eastbound and Down* are also featured for Movie Central subscribers with Shaw Direct Online VOD. The Movie Network (TMN) subscribers can soon look forward to having the same exceptional content available to them through the Shaw Direct Online VOD library.

Shaw Direct customers will also have access to stellar music programming from Galaxie Broadband Player, with 40 online channels of non-stop, commercial-free music including channels like Classic Rock, Maximum Party, Hot Country and Easy Listening.

This is only the first phase of Shaw Direct VOD technology with more methods of content delivery, including VOD capabilities through their most advanced digital receivers, in the near future. The online VOD library currently offers Shaw Direct customers the flexibility of watching their movie or TV choice online and allows customers to take their TV viewing experience with them wherever they go, as long as there is an Internet connection. To discover the impressive online library of content available with Shaw Direct Online VOD, please visit VOD.SHAWDIRECT.CA.

For more information and answers to frequently asked questions please visit SHAWDIRECT.CA/VOD.

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 19 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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