



100% DIGITAL SATELLITE TV

NEWS RELEASE

## **SHAW DIRECT EXPANDS CHILDREN'S PROGRAMMING** ***New French programming and packages launch on Shaw Direct***

**CALGARY, ALBERTA (April 1, 2010)** – Educational adventures come to Shaw Direct with the launch of Yoopa on Thursday, April 1, 2010.

The Canadian French language network will provide young children and their parents with family favourites like *Monkey See Monkey Do*, *Angelina Ballerina*, *Bert & Ernie's Great Adventure*, *Animal Stories*, and *Blue's Clue* to name a few.

Viewers can also catch *Théo*, a dramatic series featuring puppets and live action, premiering in May on Yoopa. *Théo's* companion series, *T'es où Théo*, premieres on August 16.

"Shaw is proud to offer new French programming to our customers across the country," said Peter Bissonnette, President, Shaw Communications Inc. "We are delighted to provide our younger viewers with exceptional programming like the Yoopa network."

Three new packages are also available to Shaw Direct customers beginning April 1, 2010 from only \$19.99 per month. The new packages, *Le Classique*, *Populaire Français* and *Parfait Bilingue Extra*, provide Shaw Direct's French and bilingual customers with the flexibility to choose the programming package that best meets their viewing needs.

Yoopa is available to Shaw Direct customers on channel 772 as a free preview until May 31, and will be offered as part of the new *Le Classique* package for \$19.99 per month, or with the French Essentials package for only \$32.99 per month.

For more information, please visit [SHAWDIRECT.CA](http://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 over 1.7 million Internet and 900,000 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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