



NEWS RELEASE

**SHAW HOP'S INTO YOUR LIVING ROOM THIS EASTER**  
***Enjoy whimsical programming this holiday weekend***

**CALGARY, ALBERTA (April 1, 2010)** – Shaw customers will have extra reason to smile at Easter thanks to seasonal programming, set to hop into your living room starting April 1.

Shaw and Shaw Direct viewers can tune in for Easter programming airing through Monday, April 5. Two programs are available for viewer's delight – *Easter Bunnies* features adorable bunnies munching on hay, snuggling and playing. *Easter* features highlights of Easter Bunnies, kids' face painting, and the *Pysanky*, the traditional Ukrainian Easter egg painting art.

“Shaw has a long-standing history of providing our customers with exceptional holiday programming – from Turkey TV, the Fire Log channel and Pumpkin TV,” said Peter Bissonnette, President, Shaw Communications Inc. “Our Easter programs are sure to be a part of our viewer's festivities as they come together to celebrate.”

Each program runs 30 minutes, and airs from April 1 – 5 on The Frame for Shaw and Shaw Direct customers; and on Shaw Video On Demand for Shaw customers. For more information, check your 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 1.7 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).

-30-

**For further information, please contact:**  
Shaw Investor Relations [investor.relations@sjrb.ca](mailto:investor.relations@sjrb.ca)