



NEWS RELEASE

SHAW ANNOUNCES *EXTREME* SPEED INCREASES

Immediate speed increases to 'Shaw Extreme' Internet just the beginning

CALGARY, AB (April 20, 2011) – Today Shaw Communications Inc. announces an immediate speed upgrade to their base Internet product, Shaw Extreme, to provide Shaw customers with untouchable value and a premier Internet experience.

As the anchor service for the Shaw Plan Personalizer, Shaw Extreme is also available as an individual Internet offering. Effective today, speeds will be upgraded from 15 to 25 Mbps download, and from 1 to 2.5 Mbps upload. This upgrade is the first step as Shaw looks to unveil its new Internet packaging in early summer.

“It’s an exciting time at Shaw as we begin to create a world-class Internet product, giving our customers the ultimate experience in connectivity and entertainment,” said Peter Bissonnette, President, Shaw Communications Inc. “The Shaw Extreme speed upgrade is just the first spark of a whole new world of entertainment and offerings to come. We’re building the network of the future and our customers are at the very heart of it.”

Customers who currently subscribe to Shaw Extreme will be automatically upgraded to the new speeds over the next month at no extra cost.

For more product information about Shaw Internet product offerings and the Shaw Plan Personalizer, please visit www.shaw.ca.

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.

- 30 -

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