



## NEWS RELEASE

### THE SHAW GATEWAY EXPERIENCE ARRIVES IN EDMONTON

#### *Shared home PVR brings Canadians the next generation of home entertainment*

EDMONTON, AB (June 20, 2011) – The next generation of connected entertainment continues with the launch of the Shaw Gateway experience for Edmonton customers. Effective today, the Shaw Gateway is available in Calgary and Edmonton, with other Canadian markets soon to follow.

The Gateway brings customers a shared PVR experience and more than 1,200 HD Video On Demand titles. The PVR supports the recording of up to six programs at once, while playing back up to three previously recorded programs – all in HD.

“The Gateway is the first product of its kind in Canada and brings customers a totally new way of experiencing technology and connectivity,” said Peter Bissonnette, President, Shaw Communications Inc. “We’re excited to launch the product to our Edmonton customers and provide them with the ultimate in entertainment with the Shaw Gateway.”

Customers can seamlessly pick up recordings on another TV and resume playback without missing a beat. The Gateway also enables customers to maximize HD/SD recordings with Shaw’s PVR expanders. An enriched Program Guide with content filters and enhanced search is one of the Gateway’s key features. Customers can access VOD titles through a live TV storefront, along with on-screen video games and live Shaw Pay Per View events.

In the coming months more features will be available on the Shaw Gateway, including:

- Integration of web content, providing customer access to Internet content through their TVs
- Remote PVR scheduling that allows customers to set up program recordings online and on their handheld devices
- Global Content Search of live TV, recorded TV, VOD and PPV content, and PC files on PCs and laptops
- Home sharing allowing customers to share pictures and content from their computer onto their television

The Shaw Gateway brings together broadband and HD technology with DLNA (Digital Life Network Alliance) standards to deliver the industry’s best in-home entertainment. The product launched in Calgary on May 3, and will be available in Vancouver and throughout the country during summer 2011.

The Gateway is available with the Shaw Easy Own program for \$17 per month over 36 months or \$598. For more product information about the Shaw Gateway experience, please visit [www.shaw.ca/gateway](http://www.shaw.ca/gateway) or [vod.shaw.ca](http://vod.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 18 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](http://www.shaw.ca).

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