



NEWS RELEASE

SHAW'S GLOBAL VIDEO APPLICATION #1 FREE DOWNLOAD IN THE APP STORE DURING ENTIRE WEEK OF LAUNCH *New app for iPad™ gives users on-the-go access to Global favourites like House, Hawaii Five-0 and Survivor*

TORONTO, ON (December 15, 2010) – Canadians have one more way to enjoy their favourite Global programs this holiday season, thanks to Shaw's Global App for iPad. Released on December 4, it was the number one free download on the Canadian App Store during its entire week of launch.

The Global App for iPad offers viewers another exciting way to access the network's blockbuster library of premium content, including full episodes of *House*, *The Good Wife*, *NCIS: LA*, *The Office*, *Rookie Blue* and *Survivor*, just to name a few.

"We're always looking for innovative ways for our customers to access content whenever, wherever they want," said Peter Bissonnette, President, Shaw Communications Inc. "Thanks to the exceptional video quality, super fast download capability and background footage, audiences will be amazed by the viewing experience with this new video application."

Highlights of the Global App for iPad include:

- Full-length episodes and clips
- Superb video quality
- Sleek interface design with user-friendly features
- Progress bars to indicate runtime – allowing viewers to exit the application and to resume viewing at the same spot
- Schedule guide for Global programs with listings up to two weeks in advance
- Behind-the-scenes footage and Web-exclusive content

Schick is the presenting sponsor for the launch of the Global App for iPad.

Global Television is a Shaw Media network.

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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