



## NEWS RELEASE

### **SHAW LAUNCHES FIVE NEW HIGH-DEFINITION CHANNELS *SPACE, BNN, Bravo!, Discovery Channel and Animal Planet now available in High-Definition***

**CALGARY, AB (December 16, 2011)** – Shaw is excited to announce the launch of five new channels – SPACE, Business News Network (BNN), Bravo!, Discovery Channel and Animal Planet – all in stunning High-Definition.

The new HD channels are available on free preview until January 31, 2012 to Shaw HD Cable customers. Those who currently subscribe to the Standard-Definition versions of these channels will automatically receive the corresponding High-Definition channel at no extra cost.

“Our customers can count on us to deliver the highest quality and best selection of HD entertainment,” said Peter Bissonnette, President, Shaw Communications Inc. “We’re proud to add SPACE, Bravo!, Business News Network, Discovery Channel and Animal Planet to our already world class selection of HD channels and offerings.”

The new channel additions offer a wide variety of programming, taking you from the Renaissance into the future. SPACE has an imaginative feel, with programs like *Sanctuary* and *InnerSPACE*, while Bravo! treats Canadians to high-profile dramatic series, like *The Borgias*. Discovery Channel and Animal Planet both deliver stunning HD visuals through compelling real-life programming that inspires and entertains, like *Daily Planet* and *Whale Wars*, revealing the world in all its wonder. BNN is Canada’s only television service devoted exclusively to business and finance news, delivers wall-to-wall coverage of the markets. For customers in the Edmonton and Vancouver areas, Animal Planet HD will become available over the next year as Shaw launches its new network, bringing more HD content and the fastest Internet speeds in Canada to customers.

Shaw brings customers the best in HD with the newest titles and highest quality of programming. With Shaw, customers can access more than 7,000 Video On Demand titles, including 1,300 in HD, watch almost every NHL game in HD and experience a wide variety of channels in high-quality HD. To find out more about Shaw’s HD programming, please visit [www.shawpersonalizer.ca](http://www.shawpersonalizer.ca) or [www.shaw.ca/television](http://www.shaw.ca/television).

For local channel listings or to find out more about the services Shaw offers, please visit [www.shaw.ca](http://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 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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