



100% DIGITAL SATELLITE TV

## NEWS RELEASE

### SHAW AND SHAW DIRECT BRING CUSTOMERS GREENSIDE WITH LIVE 3D COVERAGE OF THE 2011 MASTERS

**CALGARY, AB (April 6, 2011)** – The exceptional quality of 3D technology returns to Shaw and Shaw Direct with coverage of the 2011 Masters Tournament.

Beginning April 6, live 3D coverage of the 2011 Masters will broadcast from the Augusta National Golf Club in Georgia. This is the first time Shaw Direct customers will be able to catch the action of the Masters in stunning 3D at no additional cost and the second consecutive year for Shaw HD customers.

“In the past year, we’ve brought a number of best-in-class sports programming to our customers in 3D including the World Cup, Heritage Classic and Winter Classic,” said Peter Bissonnette, President, Shaw Communications Inc. “As entertainment continues to trend toward larger than life screens, we’re able to stay ahead of the curve in being able to deliver world-class High Definition quality to our customers.”

Customers can access the 3D coverage free of charge in the following ways:

- Shaw customers: The 2011 Masters will be available in 3D for Shaw customers on channel 301.
- Shaw Direct customers: The tournament will be delivered to Shaw Direct customers across Canada on channel 233/333 (Classic/Advanced).

To view the Masters in 3D, Shaw and Shaw Direct customers will require a 3D-HD television and the TV manufacturer’s specified 3D glasses. Both Shaw and Shaw Direct customers can view the Masters in 3D with an HD Receiver or HDPVR.

Live afternoon 3D coverage will be available each day beginning on Wednesday, April 6 and continuing throughout the four tournament rounds from April 7-10. The 3D coverage will focus on the back nine holes of the Augusta National Golf Club, allowing Shaw and Shaw Direct customers to experience the highly-anticipated PGA tournament in a completely new and engaging way, using different camera angles produced by the Masters.

Complete coverage of the Masters will also be available to Shaw and Shaw Direct customers in both High Definition (HD) and Standard Definition (SD). For more information, including HD/SD channel numbers and new 3D content, please visit [SHAW.CA](http://SHAW.CA), [SHAWDIRECT.CA/3D](http://SHAWDIRECT.CA/3D) or your On-Screen Guide.

#### **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](http://www.shaw.ca).

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**For further information, please contact:**

Shaw Investor Relations [investor.relations@sjrb.ca](mailto:investor.relations@sjrb.ca)