



NEWS RELEASE

SHAW CELEBRATES CANADIAN MULTICULTURALISM
Diverse offerings on Shaw celebrate Canada's Cultural Heritage

CALGARY, AB (November 17, 2009) – Shaw is proud to announce expanded cultural programming for Canadians.

Shaw is expanding its cultural programming with the addition of three networks – TV Polonia, Commonwealth Broadcasting Network (CBN) and TLN en Español, launching in Calgary, Edmonton, Winnipeg, Vancouver and Victoria.

“Canada is made up of a rich diversity of cultures that contribute to our national identity,” said Peter Bissonnette, President, Shaw Communications. “We are proud to provide choice to our customers with programming that reflects their backgrounds and heritage.”

The addition of these networks brings Shaw’s total multicultural programming to 18 channels, in languages such as Punjabi, German, Spanish and Japanese. Shaw offers the current multicultural programming: Asian Television Network, B4U, Alpha Punjabi, Fairchild, Odyssey, TV Japan, The Filipino Channel, All TV, ATN Cricket Plus, Deutsche Welle, Raitalia, Sony Entertainment Television, Phoenix (Vancouver only), NDTV (Vancouver only), Talentvision, TV Polonia, CBN and TLN en Español.

TV Polonia offers Canadians programming from Poland, including local broadcasting from Warsaw and two Polish radio stations available for \$24.95 per month.

CBN focuses on programming from the Caribbean, and includes programs from Africa. The network also features a large amount of cricket for sports enthusiasts. It is available as a Pick and Pay Channel for \$14.95 per month.

TLN en Español offers programming in 100 per cent Spanish and is available for \$7.95 per month.

For more information, visit shaw.ca.

About Shaw Communications Inc.

Shaw Communications Inc. is a diversified communications company whose core business is providing broadband cable television, High-Speed Internet, Digital Phone, telecommunications services (through Shaw Business Solutions) and satellite direct-to-home services (through Shaw Direct). The Company serves 3.4 million customers, including over 1.6 million Internet and 800,000 Digital Phone customers, through a reliable and extensive network, which comprises 625,000 kilometres of fibre. 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).

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