



## NEWS RELEASE

### **SHAW SCORES WITH HOCKEY FANS AND NHL CENTRE ICE SHAW INTRODUCES NHL GAME CENTER LIVE**

**Calgary, Alberta (October 9, 2009)** – The roar of the crowd is wild as fans welcome the newest player to Shaw and Shaw Direct’s NHL® Centre Ice™ lineup: NHL GAMECENTER LIVE™. NHL GameCenter Live is online streaming that provides up to 40 live out-of-market games per week. It is ideal for fans on the road who want to catch every action-packed minute. Shaw and Shaw Direct are offering customers the chance to get NHL GameCenter Live at no extra cost when they sign up for NHL® Centre Ice™. Early bird packages are available until October 31, 2009.

“We believe the addition of NHL GameCenter Live to our Centre Ice package is a big win for customers,” said Peter Bissonnette, President, Shaw Communications Inc. “Fans have the ability to watch up to four games at once and access replay archives. It’s all online, so it’s perfect for fans on the go.”

NHL Centre Ice offers 1,000 NHL games, including up to 40 out-of-market NHL games each week, many of which are in HD. The Centre Ice package provides access to games broadcast in every NHL market across North America.

“For avid fans who want to follow more teams and catch more power-plays, even when they are away from home, NHL GameCenter Live is the answer,” continued Peter Bissonnette, a die-hard NHL fan himself. “We took the slogan ‘The Game Lives Where You Do™’, and applied it literally, so that every fan can have game access no matter where they are.”

For more information on Shaw and Shaw Direct programming, visit [SHAW.ca](http://SHAW.ca) or [SHAWDIRECT.ca](http://SHAWDIRECT.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 775,000 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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