



NEWS RELEASE

SHAW CONTINUES TO DELIVER MORE HD CONTENT WITH THE LAUNCH OF SPEED HD AND NASCAR HOTPASS

Free Preview of NASCAR including the 50th Running of the Daytona 500

CALGARY, AB (February 12, 2008) – Shaw Communications announced today the launch of SPEED HD with a free preview to all HD customers. Until June 1st, all Shaw HD customers will enjoy a free preview of Speed HD on channel 222. Speed HD programs include the Daytona Speedweeks, Gatorade Duel 150's, the NASCAR Craftsman Truck Series race, and many other NASCAR events.

In addition, Shaw is launching NASCAR Hotpass on February 17 with the 50th running of the Daytona 500. NASCAR Hotpass will be available as a free preview to all digital subscribers on February 17. The Hotpass season features the 36 NASCAR points races plus the All-Star race in May. Shaw will make NASCAR Hotpass available on four standard definition (SD) channels with many of the races also available in high definition.

“We are committed to providing our customers with the best sports programming available,” said Peter Bissonnette, President of Shaw Communications Inc. “We are pleased to add SPEED to our expanding HD line-up and we are confident NASCAR Hotpass will heighten the race viewing experience for all our digital subscribers.”

NASCAR Hotpass will be offered as a premium subscription pay per view service at \$72 for the entire NASCAR season. This includes all 37 races featured on four SD channels with two bonus channels of HD race coverage.

For more information regarding Speed HD and NASCAR Hotpass, or to order please call Shaw Cable at 1-888-472-2222 or visit SHAW.CA.

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 Star Choice). The Company serves 3.3 million customers, including almost 1.5 million Internet subscribers, through a reliable and extensive network, which comprises over 575,000 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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