



NEWS RELEASE

SHAW HEARS CUSTOMER VOICE AND LAUNCHES CUSTOMIZABLE 'PLAN PERSONALIZER' *New choice and value with next-generation all-digital offerings*

CALGARY, AB (March 8, 2011) – Today, Shaw Communications announces the evolution of their business with the launch of the *Shaw Plan Personalizer*. This new service enables all customers to customize their home entertainment services by choosing only the features they love and want.

“Our customers are telling us they want more choice, more value and more freedom to choose what’s important to them,” says Peter Bissonnette, President, Shaw Communications Inc. “We listened, and are proud to offer the *Shaw Plan Personalizer*, a new way for our customers, both new and current, to customize their growing needs and receive every day value – the right service at the right price.”

Bissonnette adds, “Our customers are the drivers of our business in so many ways, so I’m confident that the changes we’re making will demonstrate that we’re doing more than just listening – we’re evolving to meet their needs.”

The *Shaw Plan Personalizer* is the first of a number of new products and services to be rolled out over the coming months that are designed to meet the changing needs and desires of Shaw customers. Customers who sign up for the *Shaw Plan Personalizer* between now and May 31st will receive a three year rate guarantee on their core services.

With the new *Shaw Plan Personalizer*, customers can purchase a core home entertainment and communications package that includes Extreme Internet, Personal TV, hardware options and Personal Home Phone basic. They can then customize the plan exactly how they want it. Customers will pick the products and features they use and love to create a plan that’s made just for them.

“We feel like we’re building a whole new Shaw right now and we’re taking a Together is Amazing approach,” continued Bissonnette. “It’s exciting because we aren’t building in isolation; our customers and employees are helping us leap into the next generation. This is the beginning of something really special.”

To take a guided tour of the plan and its features, visit www.shaw.ca.

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.

-30-

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