



NEWS RELEASE

NOW ON SHAW VIDEO ON DEMAND, IT'S SATURDAY NIGHT LIVE! First provider in Canada to offer full seasons of SNL on demand to customers

CALGARY, AB (November 22, 2011) – Shaw Cablesystems G.P. is proud to be the first television provider in Canada to offer full seasons of *Saturday Night Live* commercial free to customers through Shaw Video On Demand.

For \$2.99 per month, customers can cure their SNL fever with access to their favourite episodes and clips, including *More Cowbell* and *Bassomatic*.

“More and more, our customers are looking to access their content on demand – watching what they want, when they want,” said Peter Bissonnette, President, Shaw Communications Inc. “*Saturday Night Live* is just another way we’re providing our customers with exceptional entertainment experiences.”

Saturday Night Live is one of the longest running TV shows in North America. Several seasons are now available with more content added weekly – customers will soon be able to access over 30 years of the award-winning content.

“We’re excited to work with a company like Shaw to offer *Saturday Night Live* to customers across Canada,” said Britta von Schoeler, Executive Vice President and General Manager, Broadway Video Enterprises. “Through this partnership, we’re bringing decades of classic comedy into the homes of millions of viewers.”

Shaw customers subscribing to the SNL offering can find their content through MyVOD on the Video On Demand menu, where they can easily view and manage other VOD subscriptions like Movie Central and Super Channel.

Customers can subscribe to *Saturday Night Live* on demand by calling Shaw at 1-855-812-5090. For more information, please visit www.shaw.ca.

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 18 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.

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For further information, please contact:

Katherine Emberly
Vice President, Communications & Public Relations
Shaw Communications Inc.
403-750-4500
katherine.emberly@sjrb.ca

Lindsay Krzepkowski
Manager, Media Relations
Shaw Communications Inc.
(403) 750-7439
lindsay.krzepkowski@sjrb.ca