



## NEWS RELEASE

### SALMON ARM'S SUNWAVE CENTRE RENAMED AS SHAW CENTRE

**CALGARY, AB (February 6, 2012)** – The same local arena that residents of Salmon Arm have come to enjoy now has a new name – Shaw Centre. Signage marking the renaming is currently being installed.

In June 2011, Shaw Communications welcomed Sun Country Cablevision into the Shaw family, delivering Broadband Internet and Digital Television services to the communities of Salmon Arm, Enderby and Armstrong.

“Shaw is pleased to be part of the Salmon Arm community and offer exceptional services to its residents,” said Peter Bissonnette, President, Shaw Communications Inc. “We’re proud to give back to the areas in which we operate and the Shaw Centre is one way we can support our local communities.”

The newly renamed Shaw Centre is a state-of-the-art multipurpose facility with two NHL-regulation sized arenas and ample floor space. Home to the Salmon Arm Silver Backs Junior A hockey club, the Centre also hosts a variety of sporting and commercial events throughout the year.

“The Shuswap Recreation Society is appreciative of Shaw Communications’ commitment to continue the longstanding relationship established with Sun Country Cablevision,” said Society President Bruce Halverson. “This type of corporate citizenship benefits the whole community and in particular the users of this fantastic facility.”

Revenues from Shaw Centre activities, including Shaw’s naming rights currently in place until 2020, are used to support the facility. This means great services and events for community members that access the Centre. To find out more about the Shaw Centre and the services it offers, please visit [www.salmonarmrecreation.ca](http://www.salmonarmrecreation.ca).

For more information about Shaw, please visit [www.shaw.ca](http://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](http://www.shaw.ca).

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