



NEWS RELEASE

SHAW TV DELIVERS POWERFUL VIEWERSHIP FOR ELECTION 2010
Connecting to the community through Shaw's extensive coverage

CALGARY, AB (October 26, 2010) – As Calgarians turned out in record numbers to vote in their Municipal Election on October 18th, Shaw cable viewers tuned to Shaw TV Cable 10, in record numbers for their complete, live coverage.

Close to 400,000 unique viewers tuned to Shaw TV during its three-hour, live coverage with 300,000 viewers tuning in between 10 – 11 p.m.

“Shaw TV clearly demonstrated its connection and awareness of our community through our coverage,” said Alex Park, Vice President Interactive Programming at Shaw. “Calgarians made the commitment to engage themselves in the political process, then turned to Shaw TV to see this unfold live at the City and neighbourhood level.”

Shaw TV's coverage peaked during the 10-11 p.m. time period with a 17.5 percent share of viewing audience. That equates to 84% of Calgary Shaw cable customers.

For more information, please visit SHAW.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). Shaw serves 3.4 million customers, including 1.8 million Internet subscribers and over 1.0 million 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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