



## NEWS RELEASE

### TOGETHER IS AMAZING WITH SHAW, CAMPBELL CANADA AND SAFEWAY

#### *Shaw and Campbell Canada to each match community food donations*

**CALGARY, AB (October 7, 2010)** – As the days become shorter and people across the country prepare for another cold Canadian winter, Shaw has come together with Campbell Canada and Safeway to help “Fill the Food Banks” and ensure hungry Canadians have enough to eat this winter.

*Fill the Food Banks* is the first event for the *Together is Amazing* initiative, recently launched by Shaw [www.togetherisamazing.com](http://www.togetherisamazing.com). The goal is to deliver a million pounds of food to registered food banks by November 15<sup>th</sup>, 2010.

“According to Food Bank Canada’s HungerCount, nearly 800,000 Canadians go to bed hungry every night – a third of whom are children,” said Brad Shaw, Executive Vice President, Shaw Communications Inc. “We can change this. Working with Campbell’s, Safeway and our communities is a wonderful example of how together really is amazing. Already, we’ve had one of our employees in St. Albert connect with his community and raise 50,000 pounds of food. Imagine what we can do if all of Canada came on board.”

Community food donations will triple in value as both Shaw and Campbell Canada will match contributions to a combined maximum of 650,000 pounds. Shaw will match to a maximum of 350,000 lbs and Campbell Canada will match to a maximum of 300,000 lbs as a part of their annual commitment to food banks across the country.

“At Campbell Canada, we believe that all Canadians have a right to convenient, affordable and nutritious food, and, as one of Canada’s most recognized food manufacturers, we have a responsibility to take a lead role in helping to alleviate hunger across Canada,” says Phil Donne, president, Campbell Company of Canada. “But the issue of hunger is a problem that can only be solved through collaboration. With the commitment of Shaw, Campbell, Safeway and everyday Canadians, *Fill the Food Banks* is an inspiring testament to the power of working together.”

“As the single largest contributor to food banks in Western Canada, Safeway is committed to the elimination of hunger in our country,” said Betty Kellsey, Media Relations Manager, Canada Safeway. “We’re proud to be partnering in this food drive, and know the results of this campaign will build substantially on to the support Safeway and its customers provide food banks throughout the year.”

Food collection boxes are conveniently located at all Shaw offices and Safeway locations across Canada. Shaw employees across Canada will be engaging communities to help make it easy for people to donate. To learn more, visit [www.togetherisamazing.com](http://www.togetherisamazing.com).

#### **About Shaw Communications Inc. ([www.shaw.ca](http://www.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 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).

**About Campbell Company of Canada ([www.campbellsoup.ca](http://www.campbellsoup.ca))**

Campbell Soup Company is a global manufacturer and marketer of high-quality foods and simple meals, including soups and sauces, baked snacks and healthy beverages. Founded in 1869, the company has a portfolio of market-leading brands, including “Campbell’s,” “Pepperidge Farm,” “Arnott’s” and “V8.” With a soup plant located in Toronto, ON, Campbell Canada is a subsidiary of Campbell Soup Company. Through its corporate social responsibility program, the company strives to make a positive impact in the workplace, in the marketplace and in the communities in which it operates. Campbell is a member of the Standard & Poor's 500 and the Dow Jones Sustainability Indexes. For more information, visit [www.campbellsoup.ca](http://www.campbellsoup.ca).

**About Safeway ([www.Safeway.com](http://www.Safeway.com))**

Safeway Inc. is a Fortune 100 company and one of the largest food and drug retailers in North America, based on sales. The company’s common stock is traded on the New York Stock Exchange under the symbol SWY. Safeway operates over 200 stores across Western Canada and annually supports a broad range of charitable and community programs, donating more than \$20 million in 2009 to important issues such as cancer research, families with disabilities and hunger relief.

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