



## NEWS RELEASE

### **SHAW CONNECTS WITH 'TOGETHER IS AMAZING'** *Imagine what millions of Canadians can do together*

**CALGARY, AB (September 29, 2010)** – There is a feeling of strength that comes from being part of a community. It's a feeling of neighborhood, a connection to others you may not even know. That sense of unity is the aspiration of the Together is Amazing movement recently launched by Shaw.

Shaw is using the power of their communication network – made up of Shaw Cable, Shaw Direct, Shaw Tracking, Shaw Broadcast and Shaw Business Solutions – and their extensive geographic footprint, to provide Canadians with a springboard they can use to connect, share, inspire and create.

“We believe that when acting together, people can create magic. They can bring the impossible to life,” said Brad Shaw, Executive Vice President, Shaw Communications Inc. “At Shaw we have an incredible network that connects millions of people around the world every day. We wanted to take the power of that connection and turn it into something wonderful. *Together is Amazing* gives momentum to ideas by allowing people to join together to accomplish more as a group than they could ever do alone.”

Communities will be invited to engage online on the [togetherisamazing.com](http://togetherisamazing.com) website. There, people will find a forum to promote their ideas and events. Individuals or groups can connect with others who have the same interests and use the website to bring ideas to life.

To demonstrate the power of togetherness, Shaw is kicking off a national Fill the Food Banks initiative, where communities in the Shaw footprint will be working to fill local food banks across the country. To learn more, visit [www.togetherisamazing.com](http://www.togetherisamazing.com)

“We have an unstoppable spirit at Shaw and as Canadians,” said Shaw. “It's part of our national identity that individuals can do amazing things – and we know that when we come together there's nothing we can't do. *Together is Amazing* is an opportunity to extend ourselves because together we are stronger than we are individually.”

#### **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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