



NEWS RELEASE

TREEHOUSE ON DEMAND NOW ON SHAW AS COMPLIMENTARY OFFERING *Children's Programming Increases on Shaw Digital TV*

CALGARY, ALBERTA (November 17, 2009) – Shaw Communications Inc. is proud to offer Treehouse Video On Demand to Digital TV customers as a complimentary service.

Children can now access their favourite television shows as part of the Shaw Video On Demand line-up. Parents can choose from award winning pre-schooler shows like *Thomas & Friends*, *Bob the Builder* and *Elmo's World* and watch them at a time that is convenient for them.

"Treehouse offers families a variety of fun and imaginative programming for pre-schoolers and their parents," said Peter Bissonnette, President, Shaw Communications Inc. "We are proud to offer families this programming in the Video On Demand format at no charge."

You can access Treehouse VOD by pressing the Shaw Video on Demand button on your remote and selecting the TV category. Treehouse will be found under this menu. Treehouse programming is also available on the Video On Demand website at vod.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). The Company serves 3.4 million customers, including over 1.6 million Internet and 800,000 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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