



NEWS RELEASE

SHAW TO ENGAGE CUSTOMERS IN CONSULTATION PROCESS ON INTERNET USAGE ALLOWANCES

CALGARY, AB (February 8, 2011) – Shaw Communications Inc. announced today that it will invite customers to participate in consultation sessions to share thoughts on Internet usage allowances and billing.

“We have been listening to the discussion taking place and determined that we want to hear directly from our own customers before we roll out any kind of program. Wherever we end up needs to work first and foremost for our customers,” said Peter Bissonnette, President of Shaw Communications.

Shaw will conduct customer discussion sessions in all its serving regions in addition to creating opportunities to contribute feedback online. Customers will be invited to share their ideas with senior Shaw leaders who will participate in the sessions throughout February and March.

Until this thorough consultation with customers has taken place, Shaw will not implement Internet usage billing. To date, no Shaw Internet customer has received a bill for any usage based charges.

“Bandwidth is not unlimited and that is the crux of the issue. There are many potential solutions to this challenge and we’re asking for our customers’ help to build a solution that works for everyone,” said Bissonnette.

“Our customers choose to use the Internet in different ways and it has become an essential part of our daily lives,” continued Bissonnette. “We want to build pricing and packaging options that deliver choice, quality and value to all our customers.”

For more information, visit 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 19 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.

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For further information, please contact:

Shaw Investor Relations investor.relations@sjrb.ca