



NEWS RELEASE

SHAW BRINGS KNOCK OUT CONTENT TO VIDEO ON DEMAND

Shaw Launches UFC On Demand

Calgary, Alberta (April 3, 2009) – Shaw customers can now access UFC content when they want it and how they want it. Live events, single fights, classic programming, behind the scenes specials, athlete profiles and much more are now available 24 hours a day, 365 days a year with the launch of Shaw's UFC On Demand on April 4th.

"The UFC is one of the fastest growing sports organizations in the world. We are pleased to offer UFC On Demand to Shaw's dedicated fight fans," said Peter Bissonnette, President, Shaw Communications. "With new content each month plus all current live events; UFC On Demand brings every must-see fight right into our customers' living rooms."

With prices ranging from \$2.99 for single fights in the UFC Fight Zone to \$44.99 for live events in the UFC Event Zone, plus plenty of free UFC content in the UFC Free Zone, UFC On Demand now offers Shaw customers an affordable and flexible viewing experience.

Fans can tune into events that they missed with UFC On Demand and access their favourite live fights through Shaw's Pay Per View service.

"Today, more than ever, Shaw customers want affordable entertainment in their own home," added Bissonnette. "With the addition of UFC On Demand, Shaw now offers customers the greatest choice in VOD programming through our new affordable Digital rental program, thousands of Standard Definition titles and over 500 HD choices."

For more information on Shaw's UFC On Demand, visit SHAW.ca or your interactive program guide.

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 Star Choice). The Company serves 3.4 million customers, including 1.6 million Internet and 700,000 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).

About The Ultimate Fighting Championship

The Ultimate Fighting Championship® is the world's leading professional mixed martial arts organization and offers the premier series of MMA sports events. Owned and operated by Zuffa, LLC, and headquartered in Las Vegas, Nev., UFC® produces over twelve live pay-per-view events annually that are distributed residentially through North American cable and satellite providers including

iNDEMAND Networks, DIRECTV, DISH Network, TVN Entertainment, Bell ExpressVU, SaskTel Max™, Shaw Pay-Per-View, Viewers Choice, and WOWOW in Japan, and via the Internet worldwide on Yahoo! Sports, and commercially through Joe Hand Promotions in the U.S. and Canadastar in Canada. In addition to its North American distribution, UFC programming is distributed in over 100 countries and territories throughout the world. For more information, or current UFC fight news, visit ufc.com or uk.ufc.com or ufcespanol.com.

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