



NEWS RELEASE

SHAW'S NEW VOD WEBSITE A SUPER EXPERIENCE
Shaw Launches New, Easy-to-Use, VOD Website
Super Channel subscribers now have access to Super Channel VOD

CALGARY, AB (November 17, 2009) – Ordering entertainment from your home has never been so easy with Shaw's new Video on Demand (VOD) website www.vod.shaw.ca.

The new Shaw VOD website offers thousands of movie titles and TV shows, including first rate content from Movie Central and Super Channel, 500 HD offerings and top sporting events. With a completely redesigned look and feel, customers will have access to improved search capabilities, filtering and sorting.

Shaw also announced today that Super Channel subscribers will be able to access Super Channel VOD through the new website beginning November 3, 2009. The addition of Super Channel to VOD allows Super Channel viewers to expand their world of entertainment, watching the latest and greatest movies at their convenience.

"Whether ordering classic movies or a popular series like *The Closer*, Video On Demand gives customers a wide variety of choices available 24/7/365," said Peter Bissonnette, President, Shaw Communications Inc. "Our customers can now access even more commercial-free choices of entertainment from our Video On Demand website and enjoy from the comfort of their own homes."

Shaw Digital TV customers can order from the convenience of their own home via the Shaw VOD website www.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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