



NEWS RELEASE

SHAW LAUNCHES THE BROADBAND VOD PLAYER *Delivering complete control of your entertainment experience*

CALGARY, AB (June 17, 2010) – Shaw Communications Inc. announced today the launch of its new broadband VOD Player. Customers can now experience the convenience of Shaw Video On Demand on either their computers or televisions.

“Technology continues to evolve with the ability to watch content on multi-platforms,” said Peter Bissonnette, President, Shaw Communications. “That’s why Shaw is investing in bringing exceptional content delivered in various ways. Our new broadband VOD Player provides our customers the convenience of watching their favourite movies and television shows when and where they want to.”

Shaw customers will be able to search and order programs on VOD.SHAW.CA to enjoy either on TV or on their computers via the new broadband VOD Player. Titles like *The Wolfman*, *It’s Complicated*, *The Hurt Locker*, *Hot Tub Time Machine* and *From Paris With Love* will be available for customers to watch on demand, with more titles being added each month.

“Shaw already has an impressive library of VOD content. Coupled with the ability to order and deliver Shaw VOD programs to TVs or computers, we will provide our customers with an even more amazing entertainment experience.”

Added to the broadband VOD line-up are new release movies from Universal Studios, Maple Pictures and Metro-Goldwyn-Mayer Studios Inc. (MGM). In addition, customers with Movie Central as part of their TV package can order and stream movies and shows from Movie Central at no additional charge. Award winning HBO TV series such as *True Blood*, *Entourage* and *Big Love* are also featured for Movie Central subscribers on Shaw’s broadband VOD Player.

The broadband VOD player offers customers the flexibility of watching their movie choice online and, if they choose, continuing the show on their TV. Launched in 2002, Shaw VOD is available to more than 1.5 million customers – and is available through your digital box or VOD.SHAW.CA. For more information please visit 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). Shaw serves 3.4 million customers, including over 1.7 million Internet and 950,000 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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