



NEWS RELEASE

SHAW COMMUNICATIONS ACQUIRES ASSETS OF SUN COUNTRY CABLEVISION LTD.

CALGARY, AB (June 30, 2011) – Shaw Communications Inc. (“Shaw”) today announced that it completed its acquisition of the cable system assets of Sun Country Cablevision Ltd. and its affiliated companies Armstrong Cablecom Ltd. and Enderby Cablecom Ltd. (together, “Sun Country”). The Sun Country cablesystems are located in the central interior region of British Columbia.

“Sun Country has built an excellent system which represents a terrific addition to our existing cable properties and we are excited to expand our presence in the Interior of British Columbia” said Peter Bissonnette, President of Shaw.

Sun Country began operations in 1984 and has grown over the years to provide television, phone and Internet offerings to its customers. “We are very pleased to join forces with Shaw”, said Michael Hall, Managing Director of Sun Country. “Shaw has a reputation of providing exceptional and innovative products and services to their customers.”

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 18 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.

-30-

For further information, please contact:

Shaw Investor Relations Department
investor.relations@sjrb.ca