



## NEWS RELEASE

### TSN2 COMES TO SHAW SPORTS FANS

#### *Shaw Announces New Premium Sports Service*

**CALGARY, AB (September 17, 2008)** – Shaw Cablesystems G.P. and Star Choice pack another punch with live sports entertainment with the launch of TSN2 on Friday, September 19, 2008. Available in both High Definition and Standard Definition, TSN2 brings Shaw and Star Choice sports fans more than 800 hours of live coverage, encore telecasts of Live TSN programming, and even better timeslots for viewers with alternative broadcasts.

“As TSN expands its service, we are excited to bring its new sports offering to our Shaw customers,” said Peter Bissonnette, President of Shaw Communications Inc. “Shaw sports fans now have access to more action-filled, live sports programming from around the world.”

TSN2's roster features an exciting lineup of exclusive live sports games and events, including the NHL, CFL, NBA, Curling, International Hockey, Golf, NASCAR Sprint Cup Series, NASCAR Nationwide Series, IndyCar Series, Grand Slam Tennis, Champions League Soccer, Boxing, Mixed Martial Arts, and NCAA Football and Basketball.

Starting Friday, TSN2 launches in select markets on the following Shaw channels: in Standard Definition on channel 147 and in HD on channel 226 as part of Shaw's HD Plus package. For more specific information, please visit [SHAW.CA](http://SHAW.CA) or your local interactive program guide.

For Star Choice, TSN2 will be available on channel 401 in Standard Definition and channel 269 in HD. For more specific information regarding Star Choice, please visit [STARCHOICE.COM](http://STARCHOICE.COM) or your local 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 over 3.3 million customers, including 1.5 million Internet and over 550,000 residential Digital Phone customers, through a reliable and extensive network, which comprises over 600,000 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).

-30-

For more information, please contact:  
Shaw Investor Relations Department, [Investor.relations@sjrb.ca](mailto:Investor.relations@sjrb.ca)