



NEWS RELEASE

THUNDER BAY TO RECEIVE MINNEAPOLIS CHANNELS ***Minneapolis Broadcasts to Thunder Bay Starting January 31***

CALGARY, AB (January 30, 2012) – You asked, Shaw listened. Due to popular demand, Shaw is pleased to announce that as of January 31, 2012, customers in the Thunder Bay area will begin receiving Standard- and High-Definition U.S. feeds for ABC, CBS, NBC, FOX and PBS from Minneapolis.

In July, to comply with regulatory requirements, the feeds for these American channels were switched to markets in the same time zone as Thunder Bay. Due to local response to the changes, Shaw applied for and was granted an amendment from the CRTC to allow customers in the Thunder Bay area to receive U.S. channels from Minneapolis. These latest changes will provide Thunder Bay with the programming and news content most relevant to their area.

“At Shaw, we are always listening to our customers and continuously seeking ways to improve their viewing experience,” said Peter Bissonnette, President, Shaw Communications Inc. “We are pleased to now be able to offer the Thunder Bay area with programming in line with their interests and geography.”

The feed swaps will not affect channel locations, but programming air times may change. Customers in the Thunder Bay area will need to update their PVR settings to ensure their series recordings continue. A full list of affected channels can be viewed at www.shaw.ca/Bulletins/Feeds-Thunder-Bay.

For more information about Shaw, please visit www.shaw.ca.

About Shaw Communications Inc.

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.

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