



NEWS RELEASE

ALL TURKEY, ALL THE TIME
Shaw Serves up Turkey TV in time for Thanksgiving

CALGARY, AB (October 9, 2009) – Shaw Communications Inc. is proud to celebrate the Thanksgiving holiday with Turkey TV, a signature channel featuring all turkey, all the time. Gather around the television on Thanksgiving weekend for on-going coverage of turkey action with this exclusive holiday blockbuster.

Turkey TV will offer continuous coverage of a beautiful, roasted turkey, surrounded by fresh greens, carrots and tomatoes in an open flame forno oven. Coverage will include up to the minute basting, fire stockings and authentic ‘snap, crackle and pop’ sounds that will be sure to keep viewers on the edge of their seats throughout this thrilling program.

“Turkey TV continues the Shaw tradition of providing its customers with the finest in holiday television,” said Peter Bissonnette, President, Shaw Communications. “We like to spice things up at Shaw and we’re proud to offer entertainment for every appetite.”

Turkey TV was developed in 2006 based on Shaw’s ‘fireplace’ video, which created a buzz when it first aired in Edmonton over the Christmas season in 1986. The channel was an immediate hit with viewers and is eagerly anticipated each year by its fans. Shaw’s ‘fireplace’ program has been covered by international media outlets such as the *The Daily Show with Jon Stewart* and the *Globe and Mail*.

Turkey TV will air on the October 11 and 12, 2009 from 4 – 9 p.m. on your local Shaw TV channel. Shaw Direct will air Turkey TV in SD on channels 299/2 (Classic/Advanced channel lineup) and in HD on channels 250/305 (Classic/Advanced channel lineup) from October 9 – 14.

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 775,000 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).