



NEWS RELEASE

MORE THAN 3 MILLION TUNE INTO WHL ON SHAW TV ***Shaw TV and WHL extend partnership to 2014***

CALGARY, ALBERTA (May 27, 2009) – Shaw Communications Inc. and WHL announced today the extension of their partnership to bring the best in WHL hockey to Western Canadians following a record number of viewers tuning in to the 2009 WHL playoffs.

Shaw TV has proudly brought WHL to Western Canadian hockey fans for the past five years and with the extension of this partnership they will continue to be the only local station to cover the much loved WHL through to the end of the 2013/14 hockey season.

“As a family run company Shaw understands the importance of staying connected to our communities and to local events,” said Peter Bissonnette, President, Shaw Communications Inc. “Our coverage of the 2009 WHL season drew more than three million viewers, with more than one million unique viewers during the playoffs. This is a clear demonstration of the value our customers place in Shaw TV’s local programming.”

Shaw provided live coverage of all 56 games in the 2009 season from 21 cities and towns across Western Canada. More than 2.5 million Shaw Cable and Shaw Direct customers tuned in to the WHL over the regular season.

“We are delighted to extend our highly successful partnership with Shaw,” commented WHL Commissioner Ron Robison, “The Shaw broadcasts have provided the WHL with outstanding exposure throughout Western Canada and have allowed our fans to follow the WHL throughout the regular season and our entire playoffs. “

For more information visit SHAW.CA. or WHL.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). The Company serves 3.4 million customers, including over 1.6 million Internet and 700,000 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).

About the Western Hockey League

The Western Hockey League continues to be regarded as one of the finest development Leagues in the world today. Recognized world-wide as a leader in player development for junior age prospects, the WHL allows players the opportunity to reach their full potential. The WHL has been the leading supplier of player talent at many levels. Since 1993 more WHL players were selected in the NHL Entry Draft than any other League in the world. Currently 20% of all players in the NHL are WHL graduates. Each year the WHL is one of the leading suppliers of players to Canada’s National Junior Team. Over the past 10 years WHL players have made up 40% of Canada’s World Junior roster. The WHL awards more post-secondary scholarships each year than any other League in North America, every year over 400 WHL current and graduate players are recipients of the WHL Scholarship.

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