



NEWS RELEASE

Shaw unveils new corporate identity and marketing platform

CALGARY, AB (November 5, 2012) – Shaw Communications today introduced a new marketing platform, shining a light on its foundational pillars – the power of its people and its technology.

Over the past 40 years, Shaw has grown from its first customer in Sherwood Park, Alberta, into a coast-to-coast cable, satellite, and broadcasting company -- but at its heart, the company's strengths remain unchanged.

"We are committed to delivering exceptional customer experiences through our caring people and our incredible network, and that commitment starts with clear, consistent and engaging advertising," said Brad Shaw, Chief Executive Officer of Shaw Communications.

"In this highly competitive marketplace, brand matters, and we have created a new long-term marketing platform that further enhances our relevance to our customers and our viewers," Mr. Shaw said. "Like our technology, you'll find our marketing approach is fresh and innovative. Like our people, you'll find our new approach will be friendly and engaging."

Starting today, Shaw will begin introducing its new brand across all customer touch points, including television, print, online and out of home. The redesigned platform will integrate all Shaw businesses, conveying a consistent "only from Shaw" experience.

With its advertising positioning, Shaw is inviting customers to experience the animated world inside its cable network, also known as the "pipe." The creative, produced in collaboration with Vancouver-based agency Rethink, will focus around Shaw delivery robots Bit and Bud. These amiable robots deliver services to customers instantaneously through Shaw's pipe and each have their own personality that demonstrates Shaw's commitment to leading technology and exceptional customer experiences.

A new logo and corporate identity are also being introduced as part of the new platform. The first update to Shaw's logo since 1998, the evolved logo represents a modern, accessible and friendly design while retaining the iconic Shaw elements. The logo's familiar half-ellipse shape will tie into the creative, playing off the shape of the network's "pipe."

"In this anytime, anywhere, at-home-or-on-the-go world, our customers want us to help them make sense of it all," said Jim Little, Chief Marketing Officer of Shaw. "Our creative and new corporate identity connects our past with our future – reassuring customers and viewers that Shaw delivers what's important to them. Our animated world is a fun and engaging way to show our customers that with Shaw, you won't miss a thing."

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 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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