



NEWS RELEASE

THE BEST TITLES AVAILABLE WITH THE NEW SHAW MOVIE CLUB ***Customers get unlimited On-Demand with hundreds of movie titles***

CALGARY, AB (July 15, 2011) – The next step in delivering value and flexibility to customers is here with the Shaw Movie Club. This new service gives Shaw customers access to hundreds of movie titles for only \$12 per month and is part of Shaw’s ongoing commitment to provide more content on demand.

The Shaw Movie Club features unlimited access to hundreds of titles like *The Expendables*, *Burlesque* and *Red*. Unlike similar programs, customers who subscribe to the Shaw Movie Club will have access to newer movie titles that are updated monthly to watch streaming online or directly on your TV.

Customers can also get their Movie Club content in High Definition later this summer. For an additional \$5 per month, all titles will be available to customers with the stunning quality of Shaw HD, thanks to the Movie Club HD Pass.

“The Shaw Movie Club is the result of listening to our customers and delivering products that fit their needs and the way they use technology,” said Peter Bissonnette, President, Shaw Communications Inc. “The Shaw Movie Club brings our customers more choice and value – they get the best titles available to enjoy whenever, wherever they want.”

The Movie Club launches on the heels of Shaw’s new Internet packages, which provide customers with dramatically increased data levels and speed. Customers can access the Shaw Movie Club through several platforms:

- Through the Shaw Gateway – available to Calgary and Edmonton customers, with Vancouver and national dates to follow through the summer
- Shaw Video On Demand Online – customers can visit www.VOD.SHAW.CA and log in with their customer care identification or Shaw email. They can then search for titles available with the Movie Club subscription – a select number of titles are available for streaming online, or to order to their Digital Box
- Searching for titles on the VOD App for iPhone and Android – search and order titles to customers’ Digital Box to enjoy in the comfort of their own homes

Movie Club can be added to customers’ entertainment packages through the Shaw Plan Personalizer, which enables all customers to customize their home entertainment services by choosing the features they love and want.

Customers can sign up for the Shaw Movie Club at www.VOD.SHAW.ca and take a guided tour of the [Shaw Plan Personalizer](#).

For more information 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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