

## **Shaw Direct offers most HD in Canada as Anik G1 beams over 120 new HD channels to customers**

**CALGARY, AB (May 29, 2013)** – Shaw Direct announced today the largest High Definition channel launch in Canadian history, bringing more than 120 new HD channels to its customers. This launch gives Shaw Direct customers the most HD in Canada, delivering more than 210 HD channels to its customers.

The new channels are enabled by Telesat's Anik G1 satellite that launched on April 15 and which is now successfully in orbit, positioned to deliver the highest quality HD programming to Canadians from coast to coast. In addition to the HD channel launch, Anik G1 allows Shaw Direct to expand its programming offerings to include more local Canadian channels, Pay Per View and Shaw Direct On Demand.

"The launch of Anik G1 represents a significant investment by Shaw to bring our customers the next level of satellite entertainment and deliver the programming they want and need," said Peter Bissonnette, President, Shaw Communications Inc. "With leading customer service alongside best in class entertainment options, including over 500 channels, 8,000 on-demand options and 3D capability — Shaw Direct customers won't miss a thing."

A full list of new channels is available at [www.shawdirect.ca/mostHD](http://www.shawdirect.ca/mostHD). Many new channels are part of existing channel packages, so subscribers with the necessary equipment will automatically receive several new channels at no additional cost.

Customers may require a hardware upgrade to access the channels carried by Anik G1 to be compatible with new and highly efficient MPEG-4 technology. Shaw Direct customers can get a message about the status of their hardware by opening their Shaw Direct guide, typing in channel 988/987 (en/fr) and pressing the INFO button on their remote.

Owned and operated by Telesat, a leading global fixed satellite services operator, Anik G1 carries 16 nationwide extended Ku-band transponders fully leased to Shaw Direct.

For more information, please visit [www.shawdirect.ca](http://www.shawdirect.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 3.3 million customers, through a reliable and extensive fibre network. Shaw Media operates one of the largest conventional television networks in Canada, Global Television, and 19 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](http://www.shaw.ca).

- 30 -

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