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NEWS RELEASE

SHAW STICK HANDLES DEAL TO CARRY TSN JETS CHANNEL ***Shaw and Shaw Direct deliver more hockey to Canadians***

CALGARY, AB (September 16, 2011) – Shaw brings Winnipeg Jets fans closer to the action with the launch of TSN Jets on Shaw and Shaw Direct just in time for the 2011-2012 season.

Available September 20 for the inaugural pre-season Jets game in Winnipeg, TSN Jets will broadcast more than 60 pre-season and regular season games to fans in Manitoba, Saskatchewan, Nunavut, the Northwest Territories and parts of Northwestern Ontario. Viewers can also catch pre- and post-game content to complement the games.

“The Winnipeg Jets return to Canada has been highly anticipated by Canadian hockey fans and Shaw is proud to be a part of the excitement,” said Peter Bissonnette, President, Shaw Communications Inc. “As a hockey fan myself, I am pleased that at Shaw we are continuously expanding our hockey and sports offerings to our customers across the country.”

TSN Jets will be available to customers on free preview until December 1 in both Standard and High Definition. The subscription will then be available for the remainder of the season for \$9.95 per month; less than \$1.00 per game.

Following your favourite team is easy this season – hockey fans can tune into a number of Shaw and Shaw Direct channels including TSN, TSN2, CBC, RDS, Sportsnet, Sportsnet One, NHL Centre Ice and other sports networks across the country.

For more information visit www.shaw.ca or 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 3.4 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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For further information, please contact:

Shaw Investor Relations investor.relations@sjrb.ca