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NEWS RELEASE

NICKELODEON ADDED TO CHANNEL LINE-UP ON SHAW AND SHAW DIRECT ***Shaw Expands Family programming***

CALGARY, ALBERTA (November 17, 2009) – Shaw Communications Inc. proudly announces the addition of Nickelodeon, one of the world’s leading entertainment brands for kids, to its Shaw and Shaw Direct channel line-ups.

Starting November 2, kids can watch their favourite Nickelodeon shows – including popular series like *SpongeBob SquarePants*, *iCarly* and *The Fairly OddParents*, rounded out by new shows like *Fanboy & Chum Chum* and *The Troop*. Nickelodeon also features classic hits from the vault like *Rugrats*, *CatDog*, and *Ren & Stimpy*, plus live special events including the annual *Kids’ Choice Awards*.

“Shaw has provided quality family programming to our customers for more than forty years,” said Peter Bissonnette, President, Shaw Communications Inc. “We are proud to provide entertainment for every member of the family and delighted to bring exceptional programming like the Nickelodeon network to our younger viewers.”

Nickelodeon will be available at no additional charge to any Shaw Classic Cable customer with Shaw Digital TV; or it can be added to a Digital package for only \$2.95. Nickelodeon can be found on Shaw channels 135 or 110, or check your local listings.

Shaw Direct customers who subscribe to Digital Favourites or Shaw Direct’s Smart Stuff or Fun Stuff Pick and Pay bundles will also receive Nickelodeon at no additional charge on Channel 550/182. Pick and Pay bundles can be added for only \$4.99 per month.

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 800,000 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).

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