

# SATELLITE SERVICE THAT MAKES FOR AN AMAZING TODAY, WHILE STILL THINKING ABOUT TOMORROW.

NOW THAT'S WHAT WE CALL VALUE.



MULTIPLE AWARD-WINNING  
**24/7/365** SERVICE  
TSX 60 / NYSE

**SHAW** ) DIRECT

100% DIGITAL SATELLITE TV

At Shaw Direct,  
We're **PROUD**



to offer our customers the  
**VERY BEST**

satellite products, programming and all Canadian customer service. So it's no surprise over 93%\* of our customers are satisfied with their service. And we don't stop at outstanding service, reliability and 100% digital satellite TV. Our customers can always count on Shaw Direct being

**COMMITTED TO THE COMMUNITIES  
WE ARE A PART OF – THE COMMUNITIES WE  
LIVE IN, WORK IN, SERVICE, AND CALL HOME.**

Discover for yourself how people get more  
from their satellite services with Shaw Direct.

\*Based on an independent survey by SRG of customers who recently joined Shaw Direct.



## HOME ENTERTAINMENT TAKEN TO THE NEXT LEVEL.

**WHETHER AT HOME OR AWAY,  
NOTHING BRINGS PEOPLE TOGETHER  
LIKE GREAT ENTERTAINMENT.**



With Shaw Direct, you can enjoy great satellite TV anywhere in Canada. Plus, our unique elliptical dish brings you the power of two satellites (with a third coming in 2012) for industry leading signal reliability\* and incredible 100% digital picture and sound. So whether you're at home, the cabin, or even on the road, your family and friends can always count on great programming backed with reliable signals.

\*Based on an independent survey by SRG of Canadian satellite customers.

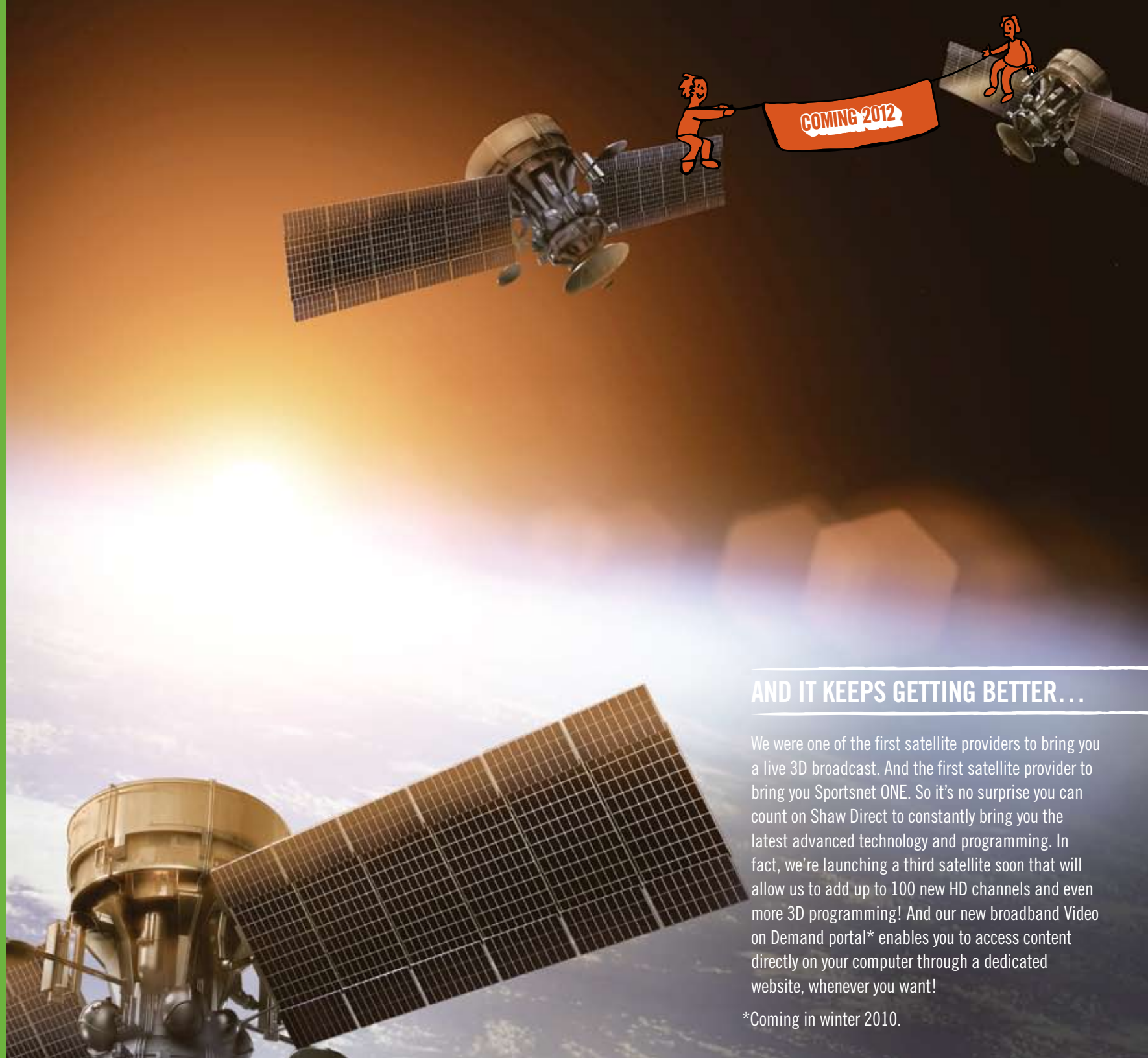
# GREAT ENTERTAINMENT BEGINS WITH ADVANCED TECHNOLOGY.

## WITH THE NEW ADVANCED HDPVR YOU'LL ENJOY:

- Smart PVR Technology that lets you customize recordings to start early or end late, and much more
- A dual tuner to record two shows while enjoying a third from your recording list
- Space to record up to 175 hours of programming

## AND WITH BOTH OUR ADVANCED HDPVR AND ADVANCED HD RECEIVER, YOU'LL ENJOY:

- A new interactive On-Screen Guide featuring 14 day look ahead
- Ability to hide the channels you don't subscribe to
- Enhanced parental controls
- More program information and interactive search features
- Compatibility with SD, HD or even 3D programming
- On-screen call display
- HDMI cable included
- Compatibility with MPEG-4
- A new small size for easy transportation to your home away from home



## AND IT KEEPS GETTING BETTER...

We were one of the first satellite providers to bring you a live 3D broadcast. And the first satellite provider to bring you Sportsnet ONE. So it's no surprise you can count on Shaw Direct to constantly bring you the latest advanced technology and programming. In fact, we're launching a third satellite soon that will allow us to add up to 100 new HD channels and even more 3D programming! And our new broadband Video on Demand portal\* enables you to access content directly on your computer through a dedicated website, whenever you want!

\*Coming in winter 2010.



## WE'RE RESPONSIBLE FOR SO MUCH MORE THAN SATELLITE TV.

As a proudly Canadian and family run company, Shaw believes in giving back to the communities we live and work in. Our team of 13,000 employees are working together with our customers to improve the country we call home. Here's just a few ways we help:

### WE CARE FOR OUR YOUTH

with programs like our partnership with the Canadian Centre for Child Protection promoting the importance of online safety to kids.

### WE SUPPORT LOCAL COMMUNITIES

across Canada by filling local food banks, supporting employee giving campaigns and by investing in new community facilities like the impressive Shaw Centre in Saskatoon.

### WE CARE FOR OUR PLANET

by saving more than 2 million pounds of waste from landfills every year with our recycling programs from coast-to-coast. In fact, our Shaw Tower building in Vancouver is one of Canada's greenest buildings\*!

### WE VALUE INVESTMENT IN EDUCATION

by making learning centres like the Ocean Discovery Centre in Sidney and the state-of-the-art teaching facilities at the Mazankowski Heart Institute in Edmonton a reality for students.

**SHAW OCEAN  
DISCOVERY CENTRE  
IN SIDNEY, B.C.**



\* BOMA BEST certification recognizes achievements above and beyond industry best practice in sustainable and environmentally responsible building management. More than 1,000 buildings are certified by the program across Canada and of these only five have achieved the highest level of certification, BOMA BEST Level 4, held by Shaw Tower.



# SHAW DIRECT IS THERE FOR YOUR BUSINESS.

Shaw Direct keeps you entertained at home, and we're there for your business too. We offer flexible commercial programming packages, premium sports, free HD content and a dedicated commercial customer service team. So whether your business is on mainstreet or an off-shore oil rig; if you work there, so will Shaw Direct.

[SHAWDIRECT.CA/BUSINESS](http://SHAWDIRECT.CA/BUSINESS)

## WE'RE SATISFIED WHEN YOU ARE.

We care deeply about service and pride ourselves on our top customer satisfaction ratings.\* From our community-based installation team to our three local Canadian multiple award-winning call centres, everyone here at Shaw Direct cares, and it shows.

So it's no surprise,

Maybe it's because we're the only Canadian satellite TV provider that has no long-term contracts. Or maybe it's because

**90% OF OUR CUSTOMERS WOULD HAPPILY RECOMMEND US TO A FRIEND.\***

**OUR 100% CANADIAN CUSTOMER SERVICE IS FREE, 24 HOURS A DAY, 365 DAYS A YEAR.**

So if you need assistance at 5am, at home or on the road, we'll be awake and ready to help, even if you barely are.



\*Based on an independent survey by SRG of Canadian satellite customers.





## WITH OVER 500 CHANNELS TO CHOOSE FROM AND DOZENS MORE ON THE WAY, YOU'LL ALWAYS LOVE WHAT'S ON.

Even better, you get to enjoy leading edge HD programming, including over 75 and counting of your favourite HD channels, over 45 of which are free when you sign up for the equivalent SD channel!

**SHAW DIRECT IS THE ONLY CANADIAN SATELLITE PROVIDER TO LET YOU CHANGE YOUR PROGRAMMING WHENEVER YOU WANT, SO YOU'LL ALWAYS HAVE THE COMBINATION OF PROGRAMMING THAT'S PERFECT FOR YOU AND YOUR FAMILY.**

Enjoy endless entertainment options, like:

- Over 500 channels, including more than 75 HD channels and counting
- All the leading HD channels at a lower cost than other TV providers\*
- 40 of our customers' favourite HD channels free with an equivalent standard definition subscription
- Premium sports content, including Sportsnet ONE
- Flexible and customizable programming packages
- Extensive free previews
- Access to Pay Per View
- Interactive and 3D content
- Time Shifting channels through six time zones

Enjoy all this with pricing from as low as \$25 per month! And all with no hidden fees, locked in programming or long-term contracts anywhere in Canada. Visit [SHAWDIRECT.CA/PROGRAMMING](http://SHAWDIRECT.CA/PROGRAMMING) for more information.



\* Based on a comparison of Canadian satellite HD packages and theme packs.

# EXCEPTIONAL PROGRAMMING. EXCEPTIONAL VALUE.

What does great value mean to Shaw Direct? It means providing exceptional service for you and your family, including:

**E-MAIL ALERTS FOR  
FREE PREVIEWS**  
AND EXCLUSIVE CUSTOMER OFFERS.

**FREE  
PREVIEWS**  
ON PROGRAMMING  
BEFORE YOU BUY.

**FREE\***  
INSTALLATION.



**FREE\***  
SEASONAL  
DISCONNECTS.

**NO LONG-TERM  
CONTRACTS.**



**SELF-SERVE  
OPTIONS**  
TO PAY YOUR BILL,  
PURCHASE NEW  
PROGRAMMING AND USE  
PARENTAL CONTROLS.

And it is all backed by the only 24/7/365  
100% Canadian award-winning satellite  
TV support in Canada!

\*Conditions apply.



## SHARE THE SHAW DIRECT LOVE.

With all of this, we're confident you'll love your satellite service so much you'll want to tell your friends. And since one good turn deserves another, we'll pay for a month of your service for every friend you refer\*.

Learn more at [SHAWDIRECT.CA/REFER](http://SHAWDIRECT.CA/REFER)

# TOGETHER IS AMAZING



## TOGETHER REALLY IS AMAZING.

**THE SHAW COMMUNITY CONNECTS MILLIONS OF  
CANADIANS FROM COAST-TO-COAST.**

With satellite TV, phone, cable, Internet and extensive business services including Shaw Tracking and Shaw Broadcast Services, we're connecting Canadians like never before. 'Together is Amazing' is about the spirit of working together. It's about working as one to make anything possible. Because we connect so many Canadians, the power of the Shaw network is limitless. Shaw Direct is proud to be an integral part of this community, bringing people together – because the world would be a better place if we all treated each other like neighbours and family.

**TOGETHER IS AMAZING.COM**



# THE ADVANTAGES OF A BIG FAMILY.



Shaw Direct is proud to be a part of the larger Shaw Communications Inc. family that keeps Canadians connected. From humble beginnings in 1966, our family tree has grown to become a key part of Canada's telecommunications industry. We love being part of our big family that includes:

## **SHAW CABLESYSTEMS G.P.**

operates the cable television, Internet and phone services of Shaw. Shaw is the largest television supplier in Western Canada and a renowned industry leader in High-Speed Internet services. To learn more, visit [SHAW.CA](http://SHAW.CA)

## **SHAW BROADCAST SERVICES**

manages one of North America's largest commercial distribution networks. They are committed to providing satellite-based solutions to broadcast distribution undertakings. This dedication has delivered more television and radio signals to North American broadcast redistributors than any other signal-source satellite provider. To learn more, visit [SHAWBROADCAST.COM](http://SHAWBROADCAST.COM)

## **SHAW FOR BUSINESS**

is here to meet the needs of small to medium size businesses with a variety of customizable phone, Internet and television packages. And all our great services are backed by no long-term contracts or cancellation fees and come with complementary service calls. To learn more visit [SHAW.CA/BUSINESS](http://SHAW.CA/BUSINESS)

## **SHAW TRACKING**

provides the Canadian transportation industry with integrated on-board computing technology and value-add wireless data solutions. By providing scalable over-the-road fleet management business solutions to over 700 customers and 40,000 vehicles, we have proven results. To learn more visit [SHAWTRACKING.CA](http://SHAWTRACKING.CA)

## **SHAW BUSINESS SOLUTIONS**

owns and operates a national fibre-optic backbone network that provides data networking, video, voice and Internet services to large North American organizations. Since 2000, we have installed over 625,000 kilometres of fibre that can transfer mission-critical data just about anywhere. To learn more, visit [SHAW.CA/SBS](http://SHAW.CA/SBS)

## **SHAW MEDIA**

Shaw Media operates Global Television and nineteen of the country's most popular specialty channels, including HGTV, Mystery TV, National Geographic Channel, Showcase, History Television, Food Network and TVtropolis, plus more than 20 online properties. Over 27 million Canadians per week count on Shaw Media for their news, information and entertainment. To learn more, visit [SHAW.CA](http://SHAW.CA)

Everyone at Shaw is committed to Together is Amazing. We believe that when the entire Shaw team works together to serve our customers and our communities,  
**WE CAN HELP ALL OF CANADA  
CONNECT AND COME TOGETHER.**



**SHAW** ) **DIRECT**



[SHAWDIRECT.CA](http://SHAWDIRECT.CA)

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**24/7/365 SERVICE**

TSX 60 / NYSE

1.866.782.7048

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