

**SHAW SATELLITE G.P.
SHAW DIRECT FREE EMAIL NEWS CONTEST
OFFICIAL RULES AND REGULATIONS
August 16, 2010 – September 30, 2010**

TO ENTER the Shaw Direct Free Email News contest (the "Contest"), simply subscribe to Email News by September 30, 2010 and remain subscribed until September 30, 2010. Contest begins Friday, August 16, 2010 at 12:00 a.m. and closes on Thursday, September 30, 2010 at 11:59:59 p.m. Eastern Time ("ET") (the "Contest Period"). There are three (3) grand prizes (the "Prize") to be won among all the eligible entries (email subscriptions) received during the Contest Period. Void where prohibited.

This contest is being sponsored solely by Shaw Satellite G.P. (hereinafter referred to as "Shaw Direct").

To enter and to be eligible to win, entrant must provide their name, account number and email address. Entrant must be a legal resident of Canada and be over the age of majority in the province or territory in which he/she resides. Employees and their parents, siblings and children, and persons domiciled with an employee of Shaw Direct, are ineligible to enter or participate in the Contest. A winner of a Shaw Direct contest, within the three (3) months preceding August 16, 2010 and persons domiciled with such a winner, are not eligible to enter.

NO PURCHASE NECESSARY – If you wish to enter this Contest without signing up for Shaw Direct email news, you may send us by mail a request to enter the Contest together with your name, email address, complete mailing address and telephone number, with sufficient postage, to:

Shaw Satellite G.P. - Shaw Direct Free Email News Contest
Suite 400, 630 Third Avenue S.W.
Calgary, Alberta T2P 4L4

All mail entries must be received by Shaw Direct by September 30, 2010 at 11:59 p.m. MST. Registered mail is deemed to have been received on the day it is stamped by the Post Office. Entries that are incomplete will be disqualified. All entries shall become the property of Shaw Direct. Shaw Direct will not be responsible for entries that are lost, misdirected or delayed. Entries received by fax, telephone, courier or personal delivery will **not** be accepted by Shaw Direct. Maximum one entry per person.

PRIZE

1. There are three (3) Prizes to be awarded each consisting of the following:

- a) an HDPVR 530 receiver (valued at \$699); and
- b) Installation of an HDPVR 530 (valued at \$50)

2. Prize winners are solely responsible for all costs not expressly described herein. Installation must take place by November 30, 2010. Approximate retail value of each Prize is valued at Seven Hundred and Forty-Nine Dollars (\$749.00) Cdn.
3. Prize must be accepted as awarded. The Prize may not be sold, transferred and is not convertible to cash. Shaw Direct reserves the right to substitute the Prize in whole or in part in the event that all or any component of the Prize is unavailable. Prize winner is solely responsible for all costs not expressly described herein.
4. On or after Friday, October 1, 2010 at approximately 9:00 a.m. MT, a random draw for the Prize will take place at Shaw Direct, Calgary, Alberta from all eligible entries (email subscriptions) received during the Contest Period. The first three (3) entries drawn will be eligible to win one of the three Prizes. The odds of winning a Prize will depend upon the total number of eligible entries (email subscriptions) received during the Contest Period. Shaw Direct, acting reasonably, will attempt to contact potential winners by telephone within two (2) business days after the draw. In the event the potential winner cannot be contacted within two (2) business days after the draw, he or she will be disqualified and an alternate potential winner will be drawn. Proof of identification must be provided upon request. In order to be declared a winner, potential winner must first correctly answer, unaided, a time limited mathematical skill testing question administered by Shaw Direct. Before being awarded a Prize, potential winner will be required to sign and return within the time stipulated by Shaw Direct, a full release and indemnity form stating that he/she has read and understood these official rules and regulations ("Rules"), grants all consents required, authorizes Shaw Direct to broadcast, publish and disseminate his/her name, city of residence, photograph, likeness, sobriquet and voice, in connection with any promotion or publicity, and/or for general news, entertainment and information purposes at no additional compensation to the potential winner, beyond the awarding of or participation in the Prize, to the extent permitted by law, accepts the Prize as offered and releases Shaw Direct from any and all liability of any kind arising out of the Contest including the potential winners, as applicable, participation in this Contest and receipt and use of the Prize. In the event that the potential winners do not comply with all the provisions as contemplated in these Rules, Shaw Direct shall have the right to disqualify potential winner and draw an alternate potential winner and Shaw Direct shall be fully and completely released and discharged from any liability or responsibility in this regard. The provisions and procedures referred to above relating to selection and notification of a potential winner, if applicable, shall be applied, with the necessary amendments, until a qualified winner has been duly selected.
5. By entering this Contest the entrants and participants automatically agree to accept and abide by these Rules and to release Shaw Direct, and their respective directors, employees, officers, and agents, including without limitation, their respective advertising and promotion agencies, from any and all liability, loss or damages arising from or in connection with the awarding, receipt, and/or use or misuse of Prize or participation in any Prize-related activities. All decisions of Shaw Direct with respect to any aspect of this Contest, including without limitation the eligibility of entries, are final and binding on all entrants in all matters as they relate to this Contest.
6. All entries become property of Shaw Direct who assumes no responsibility for garbled, lost, late, delayed, destroyed or misdirected mail, voice messages, e-mail or any computer errors or malfunctions. No correspondence will be entered into except with

entrants requesting Rules by mail or requesting names of prize winner (for which a self-addressed, postage paid envelope must be included). Shaw Direct shall not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, seeding or printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer line or network, computer equipment, software or any combination thereof. Entry materials-data that have been tampered with or altered are void. If for any reason, in the opinion of Shaw Direct, in its sole discretion, the Contest is not capable of running as originally planned, or if the administration, security, fairness, integrity or the proper conduct of the Contest is corrupted or adversely affected, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes beyond their control, Shaw Direct reserves the right to cancel, terminate, modify, amend, extend or suspend the Contest, and select a winner from previously received eligible entries. Shaw Direct reserves the right to modify the Rules without materially affecting the terms and conditions hereof. Shaw Direct reserves the right in its sole discretion to disqualify any individual they find to be tampering with the entry process or the operation of the Contest or to be acting in violation of the Rules or otherwise in a disruptive manner. Any attempts to deliberately damage the Contest web site or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made Shaw Direct reserves the right to seek remedies and damages to the fullest extent of the law. Shaw Direct shall not be held responsible for any errors or negligence that may arise or occur in connection with the Contest including any damage to an entrant's computer equipment, system, software or any combination thereof, as a result of their participation in the Contest or from downloading any material from the Contest web site, where applicable.

7. The Contest is subject to all applicable federal, provincial and municipal laws and regulations. Personal information collected from entrants will be used by Shaw Direct for the purpose of administering this Contest and to provide the entrants with marketing information relating to new and existing products and upcoming promotions of Shaw Direct by e-mail. Entrants are opting in online with respect to receiving such marketing information from Shaw Direct. Except as otherwise provided herein, Shaw Direct will not sell, share or otherwise disclose personal information of entrants with third parties, other than to third parties engaged by them to fulfill the above purposes or as permitted or required by law. By entering the Contest, entrants consent to the manner of collection, use and disclosure of personal information as set out in Shaw Direct. Privacy policy at SHAWDIRECT.COM. Any inquiry concerning the personal information held by Shaw Direct should be addressed to Shaw Direct at Suite 400, 630 Third Avenue S.W., Calgary, Alberta T2P 4L4. By subscribing to email, the subscriber is deemed to accept all the terms related to an email subscription including as it relates to the use of their personal information; for further information related to the use of a subscriber's personal information when subscribing to email please visit the "privacy policy" page at SHAWDIRECT.CA/PRIVACY.
8. In the event of any discrepancy or inconsistency between the terms and conditions of the Contest Rules and disclosures or other statements contained in any Contest related materials, including but not limited to the Contest entry form, or point of sale, television, print or online advertising, the terms and conditions of the Contest Rules shall prevail, govern and control.

9. All intellectual property, including but not limited to trade-marks, trade-names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations are owned by Shaw Direct and/or its affiliates, as the case may be. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.