



NEWS RELEASE

Shaw and Entertainment One stand up to bullying in support of Kids Help Phone

\$1 from each Shaw and Shaw Direct On Demand rental of Bully will be donated to Kids Help Phone

CALGARY, AB (February 25, 2013) – Help kids take a stand against bullying with Shaw, Shaw Direct and Entertainment One (eOne). For every rental of ***Bully*** on Shaw or Shaw Direct On Demand, Shaw Communications in conjunction with eOne will donate \$1.00 to Kids Help Phone, Canada’s leading youth counselling service, providing free, anonymous and professional support to kids, teens and young adults on any issue, either by phone or online.

Bully gives an intimate glimpse into the bullying crisis by taking its audience into the homes and schools of five kids and families. A reality check for children and parents alike, the film shines a spotlight on the cruelty that many children and youth face each day, as well as the sad consequences of this behaviour. *Bully* is currently available for viewing on Shaw and Shaw Direct on Demand.

“Kids Help Phone helps kids talk through the challenging situations of growing up – from being bullied to family relationships, from stress at school to thoughts of suicide – help is a call or a click away,” said Brad Shaw, Chief Executive Officer, Shaw Communications Inc. “We’re proud to join efforts with our customers and eOne Films to support the vital services that Kids Help Phone provide and raise awareness about the emotional effects of bullying.”

To access Shaw On Demand, with over 10,000 movies and TV shows, including ***Bully***:

- press the “On Demand” button on a Shaw remote,
- access the entire catalogue online at vod.shaw.ca or
- use the Shaw On Demand Search App for [Apple iOS](#) and [Android](#).

To browse the entire catalogue of more than 6,000 choices on Shaw Direct on Demand:

- press ‘D’ on a Shaw Direct remote,
- visit vod.shawdirect.ca or
- navigate to www.shawdirect.ca/vod for equipment requirements and instructions on how to get connected to Shaw Direct On Demand.

Please visit shaw.ca or shawdirect.ca for information about the products and services offered.

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 18 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.

About Entertainment One

Entertainment One Ltd. (LSE:ETO) is an international entertainment company that specializes in the acquisition, production and distribution of film and television content. The company's comprehensive network extends around the globe including Canada, the U.S., the UK, Ireland, Spain, Benelux, France, Germany, Scandinavia, Australia, New Zealand, South Africa and South Korea. Through established Entertainment and Distribution divisions, the company provides extensive expertise in film distribution, television and music production, family programming and merchandising and licensing. Its current rights library is exploited across all media formats and includes more than 35,000 film and television titles, 2,700 hours of television programming and 45,000 music tracks.

About Kids Help Phone

Kids Help Phone is a Canadian and world leader, known for our expertise in providing vital, innovative, and professional counselling services to children and youth. Since 1989 we have offered children, teens and young adults in Canada a critical lifeline of hope and support, through our free, anonymous and confidential service. Our professional counsellors support the mental health and well-being of young people ages five to 20, in urban, rural, and remote communities, by providing one-on-one counselling, information and resources online and by phone. Our internationally recognized, award-winning websites are considered a model of child-focused interactive design, and offer online counseling forums and engaging, therapeutic games, tools and information to encourage resilience and self-care. A community-based national charity, Kids Help Phone receives no core government funding and relies on community and corporate support to keep our essential service available. We're there for the 6.5 million young people in Canada, 24 hours a day, 365 days a year, in English and in French.

*Source: represents the age group Kids Help Phone serves (from 5 to 20) according to Statistics Canada 2011.

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