

Shaw Alliance Launched Across Canada

MISSISSAUGA, ONTARIO Feb. 24, 2009 – Shaw Tracking, a Shaw Communications Company (TSX: SJR.B and NYSE:SJR), the leader in mobile communications for the Canadian Transportation industry, today announced the launch of the newly formed Shaw Alliance.

The Shaw Alliance is comprised of “Canadian based” ground transportation carriers of varying size and geographic scope that have subscribed to the industry standard Shaw Tracking in-cab tracking and communication technology.

Shaw Alliance carriers who traditionally compete with one another developed a plan to work together in the spirit of cooperative competition. “Most professional associations exist to lobby the government, bring visibility to a specific industry segment and establish ethical guidelines. The Shaw Alliance takes it a step further and developed a plan to combine capacity, linked by technology to create the largest fleet of diversified units in North America,” said Mike Ham, Vice President Business Solutions, Shaw Tracking. “This approach has allowed quality carriers of all sizes to satisfy their customers while maintaining their individual relationship and brand with the customer, while partnering with other carriers for capacity.”

The technology links the Shaw Alliance members and Shaw Tracking’s on-board technology such that carriers can view the available fleet of the other Shaw Alliance members in real-time. Another advantage to members is when they “broker” loads to each other, the technology allows for real time tracking of the trucks, regardless of which Shaw Alliance partner is carrying the freight.

Within a few short months, the combined capacity of Shaw Alliance carriers is over 2,500 units, making it one of the largest single sources of diversified transportation units in North America. The fleet is comprised of cargo vans, straight trucks and semis that span dry-van, refrigerated, flatbed, expedited and specialized equipment. Because of the foresight of Shaw Alliance members, they are in a position of strength in today’s volatile economy. The Alliance also improves the options customers have available, especially those customers looking for single-source transportation solutions as a way to reduce costs and improve service. Single-sourced options drive down a number of internal costs including freight payment processing and freight scheduling.

Shaw Alliance membership is limited to carriers who meet specific fleet standards and more importantly, ethical and quality standards. They recently formed a Board of Directors with a primary focus of improving the value of membership. This includes an effort to increase shippers’ awareness of the Best in Class performance of Shaw Alliance members. “Not only do we have the responsibility to represent the transportation industry within the government regulatory environment, and set performance standards, but we also have a responsibility to market the Shaw Alliance and its benefits to shippers”, says Ham. He adds, “Shaw Alliance carriers represent a tremendous opportunity for customers to improve their service and more easily manage their shipments.”

About GPSNet Technologies

GPSNet Technologies Inc. is the leading supplier of transportation technology for the time sensitive expedite and truck load industry in North America. Founded in 2001, GPSNet has installed hundreds of industry specific systems throughout the U.S. and Canada. GPSNet has spent years building an infrastructure to effectively support its customers and to ensure that its products maintain a competitive edge. GPSNet’s direction is to continue investing in its

technology software systems and to maintain its leadership position in the time-sensitive delivery industry by providing leading edge functionality at a competitive price.

About Shaw Communications Inc.

Shaw Satellite Services is owned and operated by Shaw Communications Inc. Shaw Communications 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 Star Choice) to 3.1 million customers. 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).

About Shaw Tracking

Shaw Tracking, a Shaw Communications company (TSX - SJR.B, NYSE – SJR), offers integrated on-board computing technology and value-add wireless data solutions for the Canadian transportation, mobile workforce and logistics industries. For over 17 years Shaw Tracking has been focused on providing scalable over-the road fleet management business solutions for organizations of all sizes. With over 700 customers and 40,000 vehicles Shaw Tracking has established economic payback and proven results. Additional information about Shaw Tracking is available at www.shawtracking.ca.

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