

NEWS

September 20, 2011

TORONTO, September 20, 2011 – **Shaw Media** and **Canada's Walk of Fame** are proud to announce the return of **Howie Mandel** as Host of the 14th annual celebration of Canadian achievements. The internationally renowned comedian and 2009 inductee leads the 2011 Awards ceremony that introduces and honours this year's roster of inductees from Toronto's historic Elgin Theatre on Saturday, October 1st.

Airing **Sunday, October 23rd – 8pm ET/PT** on **Global** and **Slice™**, the annual star-studded gala event will feature top tier talents being honoured by their colleagues with inspirational performances and heartfelt words. A list of presenters and performers featured in the show to be announced in the coming weeks.

"A continuing advocate of the Canadian star system, Howie's involvement in the Walk of Fame awards is just one of the ways he celebrates being from this great country," said **Barbara Williams, SVP, Content, Shaw Media**. "That makes him the perfect host for a ceremony that allows the country to discover and celebrate the accomplishments of Canadians from all walks of life."

A constant force in show business for over 30 years, Howie's versatile career has encompassed virtually all aspects of the entertainment spectrum, including television, film and stage. He is best known for his work on the Emmy®-Award winning "St. Elsewhere," his international animated children's series "Bobby's World," the host of "Deal or No Deal," both in the US and in Canada, and most recently a judge for "America's Got Talent" along with Sharon Osbourne and Piers Morgan.

"Howie has been a close friend and supporter of Canada's Walk of Fame for many years and we're very happy he's accepted our offer to host once again this year," said **Peter Soumalias, CEO and Founding Director, Canada's Walk of Fame**. "There's just something about Howie that makes him the perfect ambassador to welcome our inductees. Over the past few years as he's hosted these awards, I've noticed his genuine enthusiasm and respect in regard to all the inductees on that stage. He shares their spotlight and simply radiates the pride we all share in the achievements of these great Canadians."

The two-hour 2011 Canada's Walk of Fame Awards honours a selection of internationally recognized Canadian luminaries for their lifetime achievements in the fields of music, sport, film and television, as well as the literary, visual and performing arts, science and innovation.

The outstanding roster of 2011 inductees include physician and astronaut **Dr. Roberta Bondar**, musician **Burton Cummings**, athlete **Daniel Nestor**, actress **Sandra Oh**, comedian **Russell Peters**, and novelist/screenwriter **Mordecai Richler**. Plus, R&B sensation **Drake** will take home this year's Allan Slaight Award.

Previously announced superstar, Ryan Reynolds is unable to attend this year's ceremony and will be inducted at a later date.

Global Television is a Shaw Media network.

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 3.4 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 Television 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 <http://www.shaw.ca/>.

About Canada's Walk of Fame

Established in 1998, Canada's Walk of Fame (CWF) aims to educate, inform, and inspire through the permanent celebration of achievements in Canadian music, sport, film and television as well as the literary, visual and performing arts, and science and innovation. In 2010, CWF expanded to include a four-day festival of music, comedy and film featuring some of Canada's most popular and iconic performers. The annual celebration culminates in a televised awards special that honours Canada's finest stars from the worlds of arts, entertainment and sports. Each inductee is immortalized, their names forever cemented into the sidewalks of Toronto's Entertainment District. To-date, 131 Canadians have been honoured, including Margaret Atwood, Howie Mandel, Steve Nash, Michael J. Fox and Blue Rodeo. A complete list of inductees along with more information on Canada's Walk of Fame can be found at <http://www.canadaswalkoffame.com/>.