



**FOR IMMEDIATE RELEASE:
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**Rocco Mediate Joins Shaw Charity Classic Officials to Unveil
Record-Setting Charitable Donation on PGA TOUR's Champions Tour**
*Inaugural Champions Tour event raises \$2,276,251 for southern Alberta charities,
2014 dates announced; hospitality and pro-am teams now on sale*

CALGARY– Rocco Mediate returned to Calgary on Thursday where he joined tournament officials and title partner, Shaw Communications, to dole out a record-setting charitable contribution for a PGA TOUR Champions Tour event.

Mediate, along with Brad Shaw from Shaw Communications and the Patron Group – a Calgary-based team responsible for bringing the Shaw Charity Classic to the Stampede City – announced the inaugural event raised **\$2,276,251** for distribution amongst a number of charities in southern Alberta including the following six youth-based charities: Kids Cancer Care Foundation of Alberta; Kidsport Calgary; Sheldon Kennedy Child Advocacy Centre; a United Way led initiative; Place2Give Foundation; and YouthLink Calgary Police Interpretive Centre. The contribution is the single largest charitable donation in Champions Tour history.

“Our goal in bringing the Shaw Charity Classic to the city was not only to provide Calgarians with the opportunity to witness an elite, family-friendly professional sporting event, but also to raise money to support children’s charities in the city and across southern Alberta,” said Clay Riddell, tournament chairman. “We hope this contribution will have a significant impact on the youth our charitable partners take care of.”

Two months before a tee ball was hit in Calgary, Shaw Communications had reinforced the importance of charities as a driving force behind the newest Champions Tour event stepped up to commit \$1 million towards Kids Cancer Care Foundation of Alberta.

“We feel so proud to have worked alongside Kids Cancer Care and the other Shaw Charity Classic charity partners to give back to the Calgary community and make a difference in the lives of so many children and families,” said Brad Shaw, CEO, Shaw Communications Inc. “After a difficult summer, it was inspiring to see the smiles and excitement on the faces of thousands of Calgarians who attended the 2013 Shaw Charity Classic. We are already looking forward to next year.”

While the charities are the true winners of the event, Rocco Mediate, who is in the mix to receive Player-of-the-Year and Rookie-of-the-Year honours thanks to his two Champions Tour victories in 2013, ran away with a seven-shot victory at Canyon Meadows Golf and Country Club in Calgary. Mediate’s impressive display of golf tied the lowest 54-hole total at 22-under-par 191 on the Champions Tour.

Equally as impressive was the tournament itself. Thanks to the more than 1,400 dedicated volunteers, unprecedented international media coverage, support from its community and corporate partners, and the thousands of Canadian golf fans that lined the Canyon Meadows fairways to watch a stellar field showcasing many of the game’s greatest names, the Shaw

Charity Classic fired its way into the record books for a first-year event on the senior circuit.

"The Shaw Charity Classic was one of the best first-year events we've seen on this Tour," said Champions Tour President Mike Stevens. "Calgary residents showed their support for the tournament with a terrific turnout of volunteers and exceptional galleries created an extraordinary atmosphere the entire week. The inaugural event was an A-plus in my opinion."

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Tournament officials also announced that golf's legends will play for a purse of \$2.25 million, an increase of \$250,000 from last year, when they return to Calgary's Canyon Meadows Golf and Country Club in 2014 when the tournament will be played August 25-31.

While tickets to the 2014 Shaw Charity Classic will be on sale soon, hospitality and pro-am teams are now on sale. New sponsorship and hosting opportunities have been created for businesses and corporations seeking a unique hosting experience for employees, customers, and business partners. For more information on tickets and corporate packages, please visit www.shawcharityclassic.com.

About The Champions Tour

Collectively, the Champions Tour has the most recognizable and accomplished players in the game with many of its 32 members of the World Golf Hall of Fame competing regularly in its events and numerous other major championship winners among its members. The Champions Tour is a membership organization of professional golfers age 50 and older. Conceived in 1980 as the Senior PGA Tour, it started with just four events and purses totaling \$475,000. Points earned in official Charles Schwab Cup events in 2013 determined Kenny Perry as the Charles Schwab Cup champion, the season-long competition designed to recognize the Champions Tour's leading player. The Champions Tour's primary purpose is to provide financial opportunities for its players, entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, protect the integrity of the game and generate significant charitable and economic impact in communities in which it plays. In 2012, tournaments on all five Tours (PGA TOUR, Champions Tour, Web.com Tour, PGA TOUR Latinoamerica, PGA TOUR Canada) generated more than \$130 million for local charitable organizations, bringing the TOUR's all-time total of charitable contributions to more than \$1.85 billion. The Commissioner of the PGA TOUR is Tim Finchem. Mike Stevens is President of the Champions Tour. The PGA TOUR's website is www.pgatour.com, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, FL. Follow the Champions Tour at Facebook.com/Champions Tour and on Twitter @ChampionsTour.

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 19 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.

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