



May 2, 2011

Paul Robertson
President
Shaw Media
121 Bloor St. East
Toronto, ON
M4W 3M5

Dear Mr. Robertson:

I am writing to ask to meet with you in an effort to move beyond the stalemate we appear to have reached with respect to bargaining a renewal of the collective agreement at Shaw Television.

You may recall that we met last September in Calgary during the CRTC hearing on Shaw's purchase of the Canwest assets. The CMG supported Shaw's application and hoped to build a productive relationship in the mutual interests of our members and the company. Our 6,000-member union, affiliated to the 600,000-member Communications Workers of America – has a history of progressive relationships with employers, and of presenting cogent and compelling arguments to the government and regulator in support of a healthy media industry.

What we are seeking in this round of bargaining is, first and foremost, a fair deal for our 82 members at Shaw, the people that helped build the specialty channel group into one of the most successful units in Canadian broadcasting. We have made good progress at the bargaining table on a number of issues but the forward momentum appears stalled.

The remaining issues that need to be addressed from our point of view are: fair base wages that reflect industry reality, equitable treatment on pension contributions, and clear written expectations for each job in the unit. We believe it's possible to reach a reasonable settlement on these issues. Our members are in favour of reaching a fair agreement and developing a positive working relationship with you.

When we met with your bargaining team on April 29, it was confirmed that money is a key sticking point. However, the difference in our positions is a few hundred thousand dollars

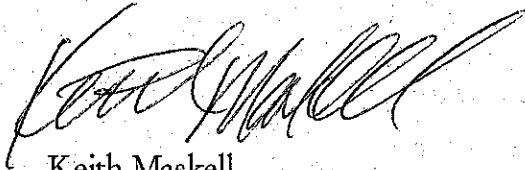
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over two years. We can't imagine that a sum like this could really present an insurmountable obstacle to a company with the revenues of Shaw Media, let alone Shaw Communications. We continue to believe a deal is eminently achievable. We think your direct involvement at the table could help us reach an agreement we can all live with.

We'd appreciate a response at your earliest convenience and, if possible, before the end of this week. You can reach me by telephone at 416-591-5333, ext. 231, or on cell at 416-524-9285. You can also reach me by email at keith@cmg.ca.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Keith Maskell", written in a cursive style.

Keith Maskell
Staff Representative and lead negotiator for CMG's Shaw Media branch