

**UPDATED RELEASE: GLOBAL MONTREAL Main Sponsor and Official Presenter of the
7TH MONTREAL INTERNATIONAL BLACK FILM FESTIVAL
September 22 to October 2, 2011**

Montreal, August 3, 2011 – The **Fabienne Colas Foundation**, the founding and organizing body of the Montreal International Black Film Festival (MIBFF), is proud to announce **Global Montreal** as the main sponsor and official presenter of the 7th edition of the MIBFF. Global Montreal has been part of the Montreal International Black Film Festival's extended family since 2010, when it was one of its co-presenters. Starting in September 2011, Global Montreal will be the official presenter of the MIBFF. This is great news for the independent film industry!

"We are pleased that Global Montreal, an important partner we had the great pleasure of working with last year, has decided to increase its participation. This major partner will enable the MIBFF to reach a wider audience, to increase its visibility with the public, and to continue to grow and develop. But above all, it will enable the Festival to present more films and to diversify the Festival's activities throughout the year. This is a turning point in the history of the MIBFF," said **Fabienne Colas**, President of the Festival.

"Overall, it's important to recognize and support the accomplishments of independent filmmakers locally and from around the globe. As a conventional television station, we share in particular the filmmakers' desire to inform and engage viewers, and we are delighted to take part in the Montreal International Black Film Festival as the main sponsor and official presenter," said Karen Macdonald, Global Montreal Station Manager.

The 7th edition of the MIBFF will run from September 22 to October 2, 2011.

About the Montreal International Black Film Festival

The mission of the Montreal International Black Film Festival is to stimulate the development of the independent film industry and to encourage more films on the realities of Blacks from around the world. The MIBFF was created in 2005 by the Fabienne Colas Foundation, a not-for-profit organization dedicated to promoting Cinema, Art and Culture. The Festival wants to promote a different kind of cinema, cinema that hails from here and from abroad and that does not necessarily have the opportunity to grace the big screen, groundbreaking cinema that moves us, that raises awareness and that takes us all by surprise. The MIBFF wants to deal with issues and present works that raise questions, that provoke, that make us smile, that leave us perplexed, that shock us... A fresh new look at black cinema from the four corners of the globe!
www.montrealblackfilm.com .

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 www.shaw.ca.