

Over 3 million viewers tuned in to HISTORY on Sunday night for the premieres of The Bible and Vikings

Highest single specialty episodes this broadcast year

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TORONTO, March 4, 2013 – HISTORY’s ambitious Sunday night line-up proved to be a monster success, owning the top two specialty programs of the night. It was a night of biblical ratings for Mark Burnett’s latest project, The Bible, with over 1 million viewers (V2+) and over 450,000 viewers (A25-54), while the Canadian original drama Vikings had a thunderous start with 849,000 (V2+) and 417,000 (A25-54)*.

Viewers flocked to HISTORY to sample both new series, with 2.5 million viewers coming to the channel for The Bible and almost 1.8 million for Vikings. In total over 3 million viewers tuned in to HISTORY between 8 and 11 pm*.

“We knew we had a powerhouse Sunday night line-up with The Bible and Vikings and last night’s numbers solidify it,” said Barbara Williams, Senior Vice President, Content, Shaw Media. “It’s a thrill to see our loyal fan base respond so well to our addition of smart and intriguing historical dramas.”

Other big achievements include:

- HISTORY’s full-day average is the highest this broadcast year for both V2+ and A25-54.**
- The Bible is the highest single specialty episode this broadcast year.**
- Vikings is the highest single Canadian specialty episode this broadcast year.**
- HISTORY was the number one specialty channel for the day across multiple key demos (A25-54, A18-49).*
- Vikings retained 81% of viewing levels for V2+, and 92% for A25-54 from The Bible audience.*

* BBM Canada PPM data 3/3/13

** BBM Canada PPM data 8/27/12-3/3/13

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HISTORY is a Shaw Media Network

About Shaw Communications Inc. Shaw 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 and Showcase. Shaw is traded on the Toronto and New

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