

THE GLOBE AND MAIL
REPORT ON BUSINESS
MAGAZINE

Interview opportunities from the April Report on Business magazine

Not your average CEO

Report on Business magazine takes a glimpse into the lives of today's top executives including CEO Jim Shaw of Shaw Communications

TORONTO, ON (March 25, 2009) – Jim Shaw, CEO of Shaw Communications, is a polarizing figure in the Canadian cable and broadcasting industry. He has led the country's second largest cable company to one of its most profitable years ever – and in the midst of a recession. Shaw has clashed with regulators and taunted networks earning him the reputation of a cowboy. Now the CEO, who once wore biker gear at an industry convention, has become a tamer and trimmer version of himself. But don't be fooled. This CEO and his company are preparing to tackle their most radical transformation yet. He's bought \$195 million in wireless licenses in the last year and is getting ready to saddle-up and ride into the cell phone market. Grant Robertson profiles Jim Shaw and his impressive leadership of Shaw Communications in the April issue of *Report on Business* magazine, available Friday, March 27.

Also in this issue:

Fashion Forward – Joe Mimran, Creative Director of Joe Fresh Styles, has helped the clothing line launched by Loblaws, become Canada's number two clothing brand. Targeting Canadian *recessionistas* with knock-off couture designs has proven a hit. Marina Strauss gives readers a glimpse into the man behind the grocery aisle glamour phenomenon. One thing is for sure – he's not your average Joe.

Let us Pray – The era of the celebrity CEO has ended. The corporate jet that was once a status symbol is now a stigma. Chief executives still make roughly 350 times more than the average worker, but in a time where top executives are being reprimanded for excess, he who was once parachuted into his press conference now walks humbly among the rest of us. Report on Business writer Sinclair Stewart examines why top executives need to spend more time building social capital, not just financial capital.

Report on Business magazine is Canada's most-read business publication. Published on the last Friday of every month in *The Globe and Mail*, *Report on Business* magazine offers readers insightful, award-winning coverage of Canadian and global business and economics and is available with copies of *The Globe and Mail* and online at www.reportonbusiness.com/magazine. *The Globe and Mail* is a division of CTVglobemedia, a dynamic multimedia company that also owns CTV, Canada's leading private broadcaster.

-TGAM-

For further information or to arrange an interview please contact:
Teresa Pagnutti – tpagnutti@environicspr.com, 416-969-2721
Jennifer Hills - jhills@environicspr.com, 416-969-2669