

HISTORY WEST NOW AVAILABLE ON STAR CHOICE

Calgary, AB – September 1, 2006 — Star Choice announced today the addition of History Television West to its ever expanding digital television line-up.

“Star Choice continues to build on its 420+ channel line-up with a time-shifted History Television channel. Adding new services and focusing on great customer service allows Star Choice to deliver the industry’s best digital television viewing experience,” said Jim Cummins, Vice-President of National Operations for Star Choice.

History Television West is a three-hour time shifted version of the popular History Television channel. As the number one source for entertaining and engaging historical programming, *History Television* captivates Canadian audiences with gripping stories about the people and events that have shaped our world.

History Television West is available at no additional charge to Star Choice customers already taking *History Television*, and is available on channel 516. Star Choice subscribers across the country can now see great television series such as *Deadwood* with a new time-shift signal for western and Pacific Time zones for prime time viewing.

Star Choice Communications Inc., a subsidiary of Shaw Communications Inc. (TSE:SJR.B, NYSE:SJR), is a leading Canadian provider of crystal-clear digital picture and Dolby surround sound audio and video Direct-to-Home (DTH) satellite services. Star Choice delivers one of Canada's largest channel selections to more than 865,000 subscribers and was recently awarded the top 2005 prize for customer satisfaction, for customer contact in a call centre within the Telecommunications and TV industry by SQM Group Inc. Star Choice also launched Canada's first elliptical dish, which facilitates multiple satellite reception. Canadians can purchase Star Choice equipment at more than 3,000 locations across the country, including The Source by Circuit City, Best Buy, Future Shop, Leon's and The Brick. The Star Choice web site is accessible at starchoice.com.

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