

Star Choice to Expand Mississauga Call Centre Operations

Calgary, Alberta (January 16, 2007) Star Choice Communications, a leading provider of Direct-to-Home (DTH) satellite services, today announced plans to expand its Mississauga operations by adding a call centre and increasing employment at the facilities by up to 100 people over the next few quarters.

“Our continued growth and focus on providing the best customer service to our 869,000 customers across Canada made the decision to expand an easy one,” said Jim Cummins, VP Operations. “Today’s announcement reconfirms our commitment to delivering the best high definition television experience in Canada”.

Star Choice currently operates two call centres in Calgary and Montreal. There will be no job loss as a result of the Mississauga expansion. The newly expanded call centre will accommodate 58 workstations allowing Star Choice to continue to focus on eliminating call wait times and ensuring the operations are well equipped for managing future growth. Star Choice will also add enhanced interactive voice response technology to allow customers to quickly access up-to-date account information instantly without having to speak directly to an agent.

“The investments we’re making in call centre technologies, high definition programming and enhanced receiver technology enable us to meet a broad spectrum of customer needs,” says Leanne Yanitski, Senior Director, Call Centre Operations. “We’re focused on finding ways to make sure our customers have access to information they need as quickly and efficiently as possible. That means creating a variety of customer self-serve tools including telephone and online support that fits everyone’s needs,” added Yanitski.

Recruitment efforts for the new call centre area will begin immediately

About Star Choice

Star Choice Communications Inc., a subsidiary of Shaw Communications Inc. (TSX:SJR.B, NYSE:SJR), is a leading Canadian provider of Direct-to-Home (DTH) satellite services. Star Choice delivers Canada's widest arrays of channel selections to more than 869,000 customers. Star Choice is available at more than 3,000 retail locations. The Star Choice web site is accessible at starchoice.com.

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