

**STAR CHOICE CUSTOMERS DENIED NHL HOCKEY**

**CALGARY, AB (February 9, 2007)** - Star Choice is being forced to blackout certain NHL hockey games. This action is in response to a court order, sought by Rogers Sportsnet compelling Star Choice to do so.

Star Choice had stopped conducting blackouts in an effort to address subscriber frustration and confusion resulting from Sportsnet's frequent blackouts of NHL games. Sportsnet blackouts make it impossible for Star Choice subscribers to see games of the Ottawa Senators, Toronto Maple Leafs, Calgary Flames, Edmonton Oilers and Vancouver Canucks outside the local markets of those teams. The court order obtained by Sportsnet means that the blackouts must now be reinstated. For example, a Star Choice customer in Prince George, B.C., 442 miles from Edmonton, would not be able to see an Edmonton Oilers game or Calgary Flames game. A Vancouver Canucks fan in Red Deer, Alberta would not be able to enjoy any of the 45 Canucks' games on Sportsnet Pacific. By the same token, an Ottawa Senators fan in Thunder Bay, Ontario would not get any of the Senators' games on Rogers Sportsnet East.

"We're very disappointed with the actions of Rogers Sportsnet and the NHL. Hockey is thriving in Canada, every arena is sold-out and advertising is at an all time high. It doesn't make any sense to us why Canadians should be denied access to their favourite teams," said Peter Bissonnette, President of Shaw Communications Inc.

Star Choice customers who wish to express their dissatisfaction with these blackouts should contact Rogers Sportsnet at 1-877-288-7767 or the National Hockey League directly at [media\\_feedback@nhl.com](mailto:media_feedback@nhl.com).

**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](http://starchoice.com).

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