

Star Choice to Add 5 More High Definition Channels and World Fishing Network and GOL TV

Calgary Alberta (March 8, 2007) - Star Choice Communications, a leading Canadian provider of Direct-to-Home (DTH) satellite services, today announced a major expansion of its High Definition channel line-up by five channels to twenty-five HD channels. In addition, Star Choice also announced the launch of the World Fishing Network (WFN) and GOLTV to its expanding line-up of digital television services.

"We remain completely dedicated to providing our customers the very best digital television experience in Canada," said Jim Cummins, VP Operations. "We are delighted to make these exciting new channels available to our customers."

On March 15, 2007, Star Choice will launch WFN (channel 458) and GOL TV (channel 459). WFN is the first television network in North America dedicated 24/7 to all aspects of fishing. GOLTV is Canada's first 24-hour soccer network, airing more than 1,500 matches a year, with live game action from league powerhouses Spain, Italy, Germany and Brazil. These channels will be available on a free preview basis for two months to all Star Choice customers, after which they will go into Star Choice's popular MORE SPORTS bundle. The channels will also be available on a pick'n'pay basis for \$2.49/month or through Star Choice's new TAKE TWO package, in which a customer can pick two channels from a pool of over 40 channels at a rate of only \$2.99/month.

On March 22, 2007 Star Choice will add WGN HD (channel 294) and HDNet (channel 275). WGN HD includes high definition programming from the popular CW network including *Smallville*, *Gilmore Girls*, *Veronica Mars*, *One Tree Hill*, and much more. HDNet produces and airs more original high definition content than any other network including news, entertainment and sports programming and was launched as the first all-HD channel in 2001 by co-founders Mark Cuban and Philip Garvin.

In May 2007, Star Choice also plans to launch three new French HD channels: Canal Vie HD, Series + HD, and Z télé HD. Canal Vie HD features innovative and insightful women's programming designed to take a dynamic, spontaneous and fresh look at life and its many challenges. Séries+ HD promises television that moves you, inviting viewers to dive straight into the heart of captivating stories of drama, romance, action and comedy. Z télé HD provides terrific action series in HD, including *Star Trek enterprise*, *Invasion*, *Medium*, and many others. Star Choice will announce channel positioning closer to launch.

Pricing and packaging of the HD channels will also be announced later.

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 870,000 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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