

**SHAW CABLE AND STAR CHOICE TO OFFER NHL CENTRE ICE  
– Over 200 Games in HDTV –**

**CALGARY, AB. (August 8, 2007)** – Shaw Communications announced that it will offer the NHL Centre Ice package to its Shaw Digital Cable and Star Choice Direct-to-Home satellite customers beginning with the 2007/08 hockey season. The NHL Centre Ice package consists of at least 1,000 regular season and selected play-off games from the first two rounds of the Stanley Cup playoffs. Centre Ice customers will have access to over 40 games per week drawn from a variety of regional and national networks in Canada and the U.S. In addition, over 200 games in the Centre Ice package will be available in high definition television (HDTV).

“We are pleased that we have reached a sound business arrangement with the NHL and can now offer our customers this exciting package of NHL Hockey. With the Centre Ice package, our customers can now watch their favourite teams wherever they’re playing,” said Peter Bissonnette, President of Shaw Communications. “We’re also looking forward to providing over 200 games in HDTV to our rapidly growing HD customer base,” he added.

In addition to NHL Centre Ice, Shaw will continue to provide hundreds of games on conventional television broadcasts, PPV, and various sports channels carrying hockey. Many of these games will also be offered in HDTV.

The NHL Centre Ice package can be ordered on Shaw Digital Cable by calling 1-888-472-2222 or visiting [shaw.ca](http://shaw.ca) and on Star Choice DTH by calling 1-888-554-STAR (7827) or visiting [starchoice.com](http://starchoice.com)

Shaw Communications Inc. is a diversified communications company whose core business is providing broadband cable television, High-Speed Internet, Digital Phone, telecommunications services (through Shaw Business Solutions) and satellite direct-to-home services (through Star Choice) to 3.2 million customers. Shaw is traded on the Toronto and New York stock exchanges and is included in the S&P/TSX 60 Index (Symbol: TSX - SJR.B, NYSE - SJR).

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