

**SHAW COMMUNICATIONS AND STAR CHOICE CONTINUE TO DELIVER THE BEST IN SPORTS PROGRAMMING*****English Premier League and IRB Rugby World Cup Now Available on Shaw and Star Choice***

**Calgary, AB (August 10, 2007)** – Shaw Communications announced today that it will deliver the very best in professional soccer and rugby from the English Premier League, the Rugby World Cup and the Aussie Football League with the launch of the Setanta International Sports Pak. Setanta will be available to Shaw Digital Cable customers and Star Choice's direct-to-home (DTH) Satellite customers.

Setanta International Sports Pak includes over 600 professional and international soccer games and over 450 international rugby matches not available on other Canadian sports channels. Viewers can follow some of the world's most popular soccer teams with Setanta including Arsenal, Manchester United, Liverpool and Chelsea.

"We are committed to providing our customers with the best sports programming available," said Peter Bissonnette, President of Shaw Communications Inc. "With soccer participation and interest in North America at an all time high, the launch of Setanta International Sports Pak is a great addition to our line-up of sports programming."

Setanta International Sports Pak will be available to Shaw Digital Cable customers in all of Shaw's digital markets and throughout Canada on Star Choice DTH. The service will be available as of Saturday, August 11, 2007, just in time for the start of the English Premier Soccer League.

Setanta will be offered as a premium subscription pay per view service at \$14.99 per month with a free preview from August 11 – September 7 for all Shaw Digital and Star Choice Satellite customers. For more information regarding Setanta International Sports Pak, or to order please call Shaw Cable at 1-888-472-2222 or Star Choice at 1-888-554-STAR (7827).

**About Shaw Communications Inc.**

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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