

**THE WAIT IS OVER... THE FIRE LOG RETURNS!**

**CALGARY, AB (November 12th, 2007)** – Star Choice’s blockbuster fire log is back again this year to warm your hearts and homes. This critically acclaimed programming which reunites the fire log and hand will be playing on Shaw and Star Choice TV over the holiday season.

Fire log fans of old and new will cozy up in front of their television sets this holiday season, and watch what critics are calling the finest holiday programming for all ages. Through the magic of television, Star Choice customers will enjoy all the warmth of a natural, flickering fire set to soothing holiday music without the hassle of chopping and hauling wood and stoking flames.

“The holiday fire log is a tradition at Star Choice that our viewers eagerly anticipate,” said Peter Bissonnette, President of Shaw Communications Inc. “Our stellar cast of fire log and hand is what keeps our customers wanting to see this holiday classic year after year. We understand the momentous popularity of this channel, and we enjoy bringing it back every year so Star Choice customers can add a little warmth to their homes over the Christmas season.”

The fire log video first created buzz when it originally aired in Edmonton over the Christmas season in 1986. The channel was an immediate hit with viewers and is eagerly anticipated each year by its fans. The fire log has caught the attention of media across Canada and the U.S.

Star Choice’s fire log will air November 12th through January 20th, 2007 on channels 238 or 299. The fire log will also air on Star Choice TV from December 24 to December 27th.

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

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