



NEWS RELEASE

Star Choice Launches TLC HD and Encore Avenue HD Super Channel to be launched in May

CALGARY, ALBERTA--(April 25, 2008) Star Choice, Canada's leading satellite television service provider, is adding to its High Definition (HD) channel lineup with the addition of Encore Avenue HD and TLC HD on April 24. On May 7, Star Choice will also launch the new Super Channel service, a national premium television network.

Encore Avenue HD (channel 273) provides the best in movies, in stunning high definition, uncut and commercial-free, from the 70's, 80's, and 90's. The channel is available to all Star Choice customers West of Ontario and will be in a free preview to the end of May.

TLC HD (channel 272) will feature the best in lifestyle programming with popular series including *Miami Ink*, *What Not To Wear*, and *Little People, Big World*. This channel will also be in a free preview to the end of May.

Star Choice will launch 4 commercial-free Super Channel services on May 7, on channels 616 to 619. In June, Star Choice will also launch Super Channel HD 1. Super Channel is the exclusive place to see the hit series *The Closer*, *Broken Trail*, and 20 other exclusive series. Super Channel is also committed to premiering a new movie every night, 365 days a year.

Pricing and packaging for these channels will be announced later at starchoice.com.

Star Choice Communications Inc., a subsidiary of Shaw Communications Inc. (TSX:[SJR.B](#) - [News](#); NYSE:[SJR](#) - [News](#)), 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 886,000 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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