



FOR IMMEDIATE RELEASE

Star Choice™ Tests and Certifies Winegard TRAV'LER® Star Choice Automatic Multi-Satellite TV Antennas for Canadians On the Go

Burlington, IA and Calgary, Alberta – (November 12, 2008) – With fully automatic, one-button operation, the all new Winegard TRAV'LER Star Choice Automatic Multi-Satellite TV Antenna provides Canadian RVers with all the same satellite television luxuries they're used to at home, now in the comfort of their RV! The latest addition to the Winegard TRAV'LER series, the TRAV'LER Star Choice antenna provides a high-quality signal strength that is engineered to outperform all other mobile satellite TV antennas in the Canadian market, bringing viewers all the standard & High Definition English and French programming that Star Choice's 470+ channels have to offer.

“Star Choice tested and certified the TRAV'LER Star Choice antenna” said Aaron Engberg, Director of Winegard Mobile Products Division. He continued to say, “We feel this alone gives our antenna a leg up over any other satellite TV antenna in the Canadian market.” The TRAV'LER Star Choice antenna uses a .75m reflector which means programming can be received from virtually anywhere.

Unlike dome satellite antennas that only view one satellite at a time, Winegard TRAV'LER antennas are designed to receive programming from multiple satellites at the same time with no extra switches or converters required. Viewers are provided with the most comprehensive TV viewing experience available in today's market. Everyone in the family is free to enjoy their favorite program on any TV in the RV – even if the programs are on different satellites.

The TRAV'LER Star Choice antenna is extremely user-friendly – eliminating the frustration of accessing satellite provider settings, complicated check switches and interface controllers. In fact, viewers can power the system on with the touch of one button to begin the automatic satellite search and to lock on both satellites simultaneously.

Built on a completely reengineered mechanical platform, the TRAV'LER antenna's stable base provides uninterrupted signal acquisition – even during strong winds. Because the reflector is locked on both satellites at all times, there is no need to toggle between satellites to watch programs located on separate satellites. The TRAV'LER antennas support multiple receiver configurations, including DVRs.

The TRAV'LER Star Choice antenna ships in two packages – a model SK-7002 mount and a model SKA-722 reflector and LNB arm. The TRAV'LER Star Choice antenna receives programming simultaneously from KU-band satellites 107° and 111° for complete standard and HD programming coverage. Built for stationary use only, the TRAV'LER Star Choice antenna is

48" L x 38" W, weighs 54 lbs, tolerates a roof slope of +/- 5° and conveniently stows to a low travel height of 11.75".

“Star Choice customers now have an extremely simple, stable, and user friendly automated system so they can now enjoy their favourite programs anywhere their travels take them”, said Jim Cummins, Vice President National Operations, he continued, “We are very excited to partner with Winegard on the TRAV’LER and look forward to further product launches related to providing Star Choice customers with ease of accessibility”.

About Winegard

Winegard Company has been a leading manufacturer of quality television and radio reception products for over 50 years. Headquartered in Burlington, Iowa, Winegard enjoys a worldwide reputation that is based on many industry “firsts,” including the all-channel “Yagi” TV antenna, 82-channel antenna, antenna mounted preamplifiers, antenna amplifiers, the anodizing process, perforated aluminum satellite antennas and the most popular RV television antenna in America, among others.

Winegard Company currently manufactures and markets four distinct product lines:

- **Mobile Television Reception Products:** Recreational vehicle, truck, marine, and automotive applications. Digital and HD satellite TV antennas ranging from manual crank-up models to fully automatic stationary and in-motion systems with GPS/DVB. Digital and HDTV bi-directional and omni-directional over-the-air antennas. Ground Antenna Mounts and Accessories.
- **Satellite TV Antennas and Mounts:** Residential antennas ranging in size from 46 cm to 1 meter, including mounts and accessories.
- **Over-the-Air DTV/HDTV Antennas:** Digital and HD VHF/UHF/FM TV Antenna Systems, Distribution Amplifiers and Preamplifiers, Power Supplies and Accessories.
- **Telemetry:** Medical and Data Antenna Systems, Distribution Amplifiers, Power Supplies and Accessories.

For technical product questions, contact Winegard Customer Service at 800-288-8094 or visit www.winegard.com. For additional downloadable press releases and images, visit Winegard's online pressroom, www.editorpressroom.com/winegard.

About Star Choice

Star Choice Communications Inc., a subsidiary of Shaw Communications Inc. (Toronto:SJR-B.TO - News) (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 890,000 customers. Star Choice operates three major call centres in Canada; Calgary, Mississauga and Montreal.

Star Choice products and services are available at more than 3,000 retail locations. The Star Choice web site is accessible at starchoice.com.

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). The Company serves 3.4 million customers, including over 1.5 million Internet and 610,000 residential Digital Phone customers, through a reliable and extensive network, which comprises 625,000 kilometres of fibre. 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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