



NEWS RELEASE

**STAR CHOICE LAUNCHES MORE SPORTS PROGRAMMING
WITH THE BIG TEN NETWORK**

Big Ten Games Now Available on Star Choice

CALGARY, AB (December 11, 2008) – Die-hard sports fans want it all, from professional sports to collegiate events. It's game time as Star Choice launches the Big Ten Network in Standard Definition on December 3rd, with the High Definition version of the channel to follow on December 16th.

The Big Ten Network is dedicated to covering the Big Ten Conference and its 11 member institutions, including Michigan State University, Ohio State University, Purdue University and Pennsylvania State University. It provides access to collegiate athletic and academic programs, such as conference sports events including football, men's and women's basketball, NCAA-Sponsored sports, and Big Ten Championships; original programs in academics, the arts and sciences; campus activities; and associated personalities. Sports programming includes live coverage of events along with news, highlights and analysis, all complemented by hours of university-produced campus programming.

“What a week for sports fans,” said Jim Cummins, Vice President, Star Choice. “We are excited to offer Star Choice sports fans action from the oldest Division I conference in the U.S. 24 hours a day, 365 days a year.”

The Big Ten Network will be on free preview throughout December on channel 410 and in HD on channel 265. For more specific information, please visit starchoice.com or you can use your on-screen programming guide from Star Choice.

About Star Choice Communications Inc.

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 890,000 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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