



NEWS RELEASE

THE FRAME LAUNCHES IN HIGH DEFINITION NATIONALLY

Star Choice Unveils Breathtaking Photographic Service to Customers

CALGARY, AB (October 20, 2008) – Now Canadians across the country can enjoy a new service introduced by Shaw Communications last month. Fresh on the heels of a successful launch on Shaw Cable, Star Choice is thrilled to unveil “The Frame”, a 24-hour High Definition, commercial-free photographic art service showcasing electrifying visual imagery from celebrated artists and photographers worldwide. From exclusive fine art collections to award-winning photographs, The Frame will allow viewers to experience the world of illustrious photography and art in HD from the comfort of their own living rooms.

The must-see premiere of The Frame will offer photography and art lovers awe-inspiring images from 16 galleries, including *Canada Collects, Animal Kingdom, Water World, Birds of a Feather, The Seven Seas, Canadian Horizons, City Lights, Sands of Time, Gardens of Delight*, and many others. With rhythmic music to set the mood for each magical artistic theme, the galleries rotate every 30 minutes with images changing every 30 seconds.

“The Frame is a terrific service that brings stunning photographs and artwork from around the globe into our customers’ homes 24-hours a day. It provides the perfect ambience in social situations and a getaway from the grind of our everyday lives,” said Jim Cummins, Vice President, Star Choice Communications. “The positive feedback from our seasonal videos, like the holiday fire log, inspired this service.”

On Oct 23, 2008, The Frame will make its highly-anticipated and exclusive debut on Star Choice HD channel 268.

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 869,000 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.

-30-

For more information, please contact:
Shaw Investor Relations Department
Investor.relations@sjrb.ca