



## NEWS RELEASE

### CBC Misleading Public About Star Choice Carriage

**Calgary, Alberta (May 16, 2008)** - Star Choice Television Network Incorporated, a Shaw company, today addressed its recent removal of four local television stations on May 7.

“Star Choice is committed to giving customers quality programming choices and maximum value,” said Peter Bissonnette, President of Shaw Communications Inc. “We believe this is what they want, and that it is consistent with the *Broadcasting Act* and its policies. It is also in line with the Government’s Direction that the CRTC foster dynamic competition for Canadian DTH services.

“We need to continually enhance choice and value to remain competitive. To do this, we’ve strengthened our Essentials service by including YTV, MTV, MuchMusic and CMT - services that were already on Star Choice and already authorized for basic carriage. We’ve also introduced new standard definition and HD services, such as Teletoon Retro, WildTV, Encore Avenue HD and TLC HD, that are crucial to our success with customers.

“The CRTC has also recently licensed a new must-carry movie service called Superchannel, requiring us to carry 4 more standard definition and 2 more HD channels. In total, Superchannel takes up the space of ten channels.

“The CBC’s demand that Star Choice carry 12 CBC network stations (whose programming is identical) is completely unrealistic and a total waste of scarce satellite capacity. CBC itself controls two transponders on those satellites. If CBC wants its Regina station or other network stations carried on Star Choice, it should provide them on its own transponders.

“The allegation that Star Choice does not carry the local and regional news from CBC Saskatchewan is simply wrong: CBC Saskatchewan news is carried twice every night on SCN, which is also part of Star Choice’s Essentials service. As well, Star Choice provides CTV news and Global news from Saskatchewan – both of which are very popular, so there is lots of news diversity.

“The CBC’s suggestion that we are breaching regulatory rules is also wrong. Star Choice carries 79 local and regional television stations, including 16 CBC network stations and local affiliates. By comparison, Star Choice carries a total of 13 CTV network stations and local affiliates.

“Adding more CBC affiliates to Star Choice will not add value and choice for customers. The fact that CBC has blown this issue out of proportion and misled Canadians shows just how far its sense of regulatory entitlement has gone, and how little it thinks about customers.”

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 over 3.3 million customers, including 1.5 million Internet and 500,000 residential Digital Phone customers, through a reliable and extensive network, which comprises over 600,000 kilometres of fibre. Shaw is traded on the Toronto and New York stock exchanges and is included in the S&P/TSK 60 Index (Symbol: TSK-SJR.B, NYSE – SJR).

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