



## **STAR CHOICE RECEIVES PRESTIGIOUS INDUSTRY AWARDS**

### ***Award Winning Call Centre Receives Recognition from Industry and Customers***

**CALGARY, AB (October 21, 2008)** Star Choice Communications, a leading Canadian provider of Direct-to-Home (DTH) satellite services, today announced it is the recipient of the SQM Highest Call Center Industry Customer Satisfaction Award in the Telecommunications/TV industry. This win marks the third time in four years that Star Choice has received this honour.

“We are honoured to be recognized for outstanding customer service,” said Jim Cummins, Vice President, Operations, Star Choice Communications. “At Star Choice, we stand behind our 24/7/365 service commitment, and it's our people who go above and beyond to help our customers get the most from their television experience. We truly believe that excellent customer service is the key to achieving our vision in becoming the leading satellite services provider in Canada.”

The Industry Customer Satisfaction Award recognizes the call centre with the highest overall customer satisfaction and is based on all call centres evaluated by SQM. The call centres at Star Choice was selected for this award above key competitors in the telecommunications industry. Overall customer satisfaction at Star Choice was 73 per cent in 2008, compared to an average of 55 per cent for telecommunications industries and 67 per cent for call centre industries.

By going the extra mile to meet customer needs and improving their First Call Resolution (FCR) process, Star Choice has also been awarded the Most Improved First Call Resolution Merit Award. Star Choice has taken several customer care initiatives to maintain, and enhance, the quality of service it offers to Canadians through its Call Centres in Calgary, Montreal and Toronto.

The SQM Group awards excellence in customer and employee satisfaction for the contact centre industry. SQM benchmarked over 352 North American contact centres for the period ranging from October 1st, 2007 to September 30th, 2008. In each contact centre, SQM surveyed approximately 400 customers within 1 to 3 days of their call to the contact centre to rate their satisfaction and service experience.

#### **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 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](http://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 over 3.3 million customers, including 1.5 million Internet and over 550,000 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/TSX 60 Index (Symbol: TSX – SJR.B, NYSE – SJR).

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For more information, please contact:

Shaw Investor Relations

[Investor.relations@sjrb.ca](mailto:Investor.relations@sjrb.ca)