

Star Choice brings a heavyweight champion to its channel line-up with the addition of THE FIGHT NETWORK

CALGARY, ALBERTA – February 1, 2006 - Star Choice is excited to announce the launch of The Fight Network™ starting February 1, 2006. Star Choice customers will enjoy a free preview of the service until March 31, 2006.

Available on channel 404, The Fight Network is the first and only all combatant sports and entertainment channel that delivers the very best in boxing, wrestling, mixed martial arts, and other combatant styles along with top-notch “fight theme” movies, documentaries, and news 24 hours a day. Pride FC, K-1, TNA Wrestling(Xplosion), Ring of Honor, Showtime Boxing: Shobox, and TKO are just a few of the network’s programming highlights.

“We’ve landed a knock-out punch with the addition of The Fight Network to our channel line-up,” said Jim Cummins, Vice-President of National Operations for Star Choice Communications. “Star Choice has more than 420 channels, and over the last year we have added over 20 services, including The Fight Network. With award-winning customer service, and 14 High Definition channels, Star Choice continues to provide the best digital satellite television experience in the country.”

“We’re thrilled to provide Star Choice customers with non-stop action from all corners of the fight world. This is truly unique programming which we believe will further build-out Star Choice’s strong sports line-up with even more viewing options,” said Mike Garrow, President of The Fight Network. “We’re going the distance with the support of Star Choice and we’re confident this network will be a true fan-favourite.”

For a complete list of programming and the latest news from the fight world, please visit www.thefightnetwork.com.

About Star Choice Communications Inc

Star Choice Communications Inc., a subsidiary of Shaw Communications Inc. (TSXSJ.R. NV.B, NYSE-SJR), is a leading Canadian provider of crystal-clear digital picture and Dolby surround sound audio and video Direct-to-Home (DTH) satellite services. Star Choice delivers one of Canada's largest channel selections to more than 855,000 customers and was recently awarded the top 2005 prize for customer satisfaction, for customer contact in a call centre, within the Telecommunications and TV industry by SQM Group Inc. Star Choice also launched Canada's first elliptical dish, which facilitates multiple satellite reception. Canadians can purchase Star Choice equipment at more than 3,000 locations across the country, including The Source by Circuit City, Best Buy, Future Shop, Leon's and The Brick. Additional information about Star Choice Communications can be found on the Web at starchoice.com.

About THE FIGHT NETWORK

The Fight Network is a cross-platform media company with brand interest in television, radio and web. All three of these media offerings are seamlessly integrated to offer fans of combatant sports and related entertainment a true convergence experience. The Fight Network Inc. corporate headquarters is located in Toronto, Canada. Additional information on the company can be found at www.thefightnetwork.com.

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