

STAR CHOICE EXPANDS FRENCH CHANNEL LINE-UP WITH TWO NEW EXCITING CHANNELS

CALGARY, AB – MARCH 29, 2006 — Star Choice will be expanding its 420+ channel lineup with the launch of **PRISE 2** and **Cinépop**

PRISE 2 (Channel 757) offers French-language television and cinema classics including Canadian and American comedies, dramas, and cult TV shows. **PRISE 2** will launch on March 30th.

CINÉPOP (Channel 778) is the first French-language channel devoted to movie classics. **Cinépop's** movies will run uncut and commercial-free. **Cinépop** will launch on April 11th.

Both of these channels will be included in Star Choice's most popular French-language package, Tout-en-français, which is our best value Francophone package. Tout-enfrançais offers customers over 145 channels at an unbeatable price of only \$30.99/month. The new channels will also be provided on a pick'n'pay and bundle basis, with details to be announced later. To give all customers a chance to become familiar with these new channels, they will both be available on a free preview basis for three months from launch date.

"The launch of these great new channels with a free three-month preview is just another way that Star Choice provides exceptional value to its customers," says Jim Cummins, Vice-President of National Operations for Star Choice. "With high definition programming and more than 420 crystal-clear, all digital-quality channels with superior picture and sound at the best value, Star Choice offers the ultimate entertainment experience at a price Canadians can afford," he added. Star Choice has launched more than 25 channels in the last 18 months.

About Star Choice Communications Inc

Star Choice Communications Inc., a subsidiary of Shaw Communications Inc. (TSX:SJR.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 subscribers 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. The Star Choice web site is accessible at starchoice.com.

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