

## Star Choice Receives Award for Highest Customer Satisfaction Rating Two Years in a Row

**Calgary, Alberta (November 10, 2006)** Star Choice Communications, a leading Canadian provider of Direct-to-Home (DTH) satellite services, announced today that they have received the SQM Group Inc. 2006 award for the Highest Customer Satisfaction Rating within the Telecommunications and TV industry for the second year in a row.

The SQM Group awards excellence in customer and employee satisfaction for the contact centre industry. SQM benchmarked over 260 North American contact centers for the period ranging from October 1st, 2006 to October 27th, 2006. 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.

Star Choice has taken several initiatives to maintain, and enhance, the quality of service it offers to Canadian coast-to-coast. This includes its recent re-brand to "Star Choice, a Shaw Company", the roll out of ground-breaking employee programs, the expansion of its High Definition TV (HDTV) programming to 18 channels, and popular new specialty TV channels. Over the last two ½ years, the additions to Star Choice's channel line-up include Turner Classic Movies (TCM), American Movie Classics (AMC), Prise 2, cinépop, Drive-In Classics, The Christian Channel, A&E HD, TSN HD, The Fight Network, SRC HD, Super Ecran HD, CBC HD, CTV HD, Discovery HD, RAI, Bloomberg, Fox News, CP24, NFL Network and many, many other channels. Star Choice now offers over 430 channels across Canada.

Winning the award for the second year in a row demonstrates Star Choice's commitment to becoming Canada's leading satellite services provider by delivering extraordinary customer experiences. "At Star Choice, we stand behind our 24/7/365 service commitment which is inextricably linked to our fantastic call centre employees. It's our people who go above and beyond to help our customers get the most from their television service provider," says Jim Cummins, VP National Operations, Star Choice. "We understand that customers have a choice and we want to make sure we earn their business every day. We truly believe that excellent customer service is the key to achieving our vision to become the leading satellite services provider in Canada," he added.

In the coming year, Star Choice will expand its Montreal operations, introduce a quality monitoring tool in its Calgary and Montreal call centers, and introduce new and easier ways to customize its programming packages. Star Choice has also extended its Simple Satellite limited lifetime warranty program on its outdoor equipment to every customer and has plans to add many more HD and specialty entertainment channels in the weeks and months ahead.

### 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 is available at more than 3,000 retail locations. The Star Choice web site is accessible at [starchoice.com](http://starchoice.com).

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