

Star Choice Selects NICE Perform™ to Improve Customer Insight and Satisfaction

Contact centre solution provides increased visibility to customer interactions strengthening Star Choice's competitive advantage to deliver Canada's leading television experience

Calgary, Alberta (Oct 25, 2006) Star Choice Communications Inc., a subsidiary of Shaw Communications Inc. (TSE:SJR.B, NYSE:SJR), a leading Canadian provider of crystal-clear digital picture and Dolby surround sound audio and video Direct-to-Home (DTH) satellite services, today is launching NICE Perform™, the only solution to offer multi-dimensional Interaction Analytics, including capabilities such as key word spotting, emotion detection, talk analysis and post-call customer surveys, in its two contact centres located in Calgary and Montreal.

"We are excited about implementing the advanced capabilities of this robust contact centre quality tool," said Jim Cummins, Vice-President of National Operations for Star Choice.

"With more than 865,000 customers, customer service is the core of the Star Choice business. Our partnership with NICE Systems is giving us a whole new way of looking at our customers. Our goal is to be able to have ready access to customer feedback and interactions to gain a more in-depth knowledge of our customers, and their perceptions of our business. This partnership is critical to achieving this goal and to retaining and winning business."

"Customer-focused businesses like Star Choice are embracing technology to improve their understanding of what drives customers to contact them and the issues that are on the minds of both satisfied and dissatisfied customers," said Eran Gorev, President and CEO, NICE Systems Inc. "The kind of insight that NICE Perform enables drives considerable increases in customer satisfaction, agent performance, and operational efficiency."

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 865,000 customers. Star Choice is available at more than 3,000 retail locations. The Star Choice web site is accessible at starchoice.com.

About NICE

NICE Systems (NASDAQ: NICE) is the leading provider of Insight from Interactions™, offering comprehensive performance management and interaction analytics solutions for the enterprise and public safety and security markets. Advanced interaction analytics are performed on unstructured multimedia content – from telephony, web, radio and video communications. NICE brings the power of Insight from Interactions to IP contact centers, branches, and command and control centers. NICE's solutions are changing the way organizations make decisions, enabling them to proactively improve business and operational performance and address security threats. NICE has over 24,000 customers in 100 countries, including over 75 of the Fortune 100 companies. More information is available at www.nice.com.

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