

## Star Choice Launches the Latest in DVR Technology

### DVR530 HD Satellite Receiver Launches in Canada

Calgary, Alberta, May 3rd, 2005 ----- Star Choice Communications Inc. announced today the exciting launch of their new High Definition Digital Video Recorder satellite receiver, the DVR530 HD. The launch of this new receiver provides the Canadian satellite TV market with the latest technology; combining a Digital Video Recorder with a dual tuner and HD.

"The new DVR530 HD satellite receiver will revolutionize the way our customers watch TV," says Jim Cummins, VP of Operations, at Star Choice. "it leaves the competition in "pause". Our customers can now pause live TV and rewind to create their own instant replays. Plus, the dual tuner offers the ability to record a TV program while watching another channel."

In addition to the dual tuner, the DVR530 has a 160 GB hard drive, which allows customers to record over 130 hours of Standard Definition or over 25 hours of High Definition. It's the only DVR in the satellite market that can record both SD and HD programming. A must have for any home theatre enthusiast, the DVR530 has a DVI output, providing enhanced crystal-clear 100% digital picture.

Star Choice's unique Quad LNB on the dish makes it easy for current customers to adopt this new dual tuner technology. With up to four lines coming into the household from a single dish, Star Choice customers who add a DVR530 to their home can have two additional receivers without incurring any additional hardware costs.

With over 600 hours each week of HD programming, Star Choice features the best in HD from NBC, ABC, CBS, FOX, PBS, Movie Central, The Movie Network, and others. Star Choice was the first television provider to offer HDTV programming to the Canadian market. The launch of the DVR530 continues Star Choice's commitment to provide leading edge products to our customers.

Star Choice is also announcing that between May 1st and 15th, weeks in advance of a public launch, current customers can pre-order their own DVR530 and receive a total of \$100 in programming credits. At a purchase price of only \$699, current Star Choice customers can get a DVR530 receiver for as low as \$599 after programming credits. After the advanced launch to current customers, the DVR530 will be available to consumers through preferred retailers including RadioShack, Future Shop, Best Buy, The Brick and local Independent retailers. In addition, consumers can buy direct through Star Choice by calling 1 888 554-STAR or visiting [starchoice.com](http://starchoice.com).

For all new Star Choice customers, the DVR530 will be competitively priced at \$649 after a \$50 Pay Per View credit. All Star Choice retailers are taking pre-orders from new and existing customers. To reserve your new DVR530 system, visit your local retailer today!

For the latest information on Star Choice Communications Inc. visit [starchoice.com](http://starchoice.com).

Shaw Communications Inc. is a diversified Canadian communications company whose core business is providing broadband cable television, Internet and satellite direct-to-home services to over 3 million customers. Shaw is traded on the Toronto and New York stock exchanges (Symbol: TSX – SJR.B, NYSE – SJR).

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