

## STAR CHOICE ADDS AMERICAN MOVIE CLASSICS TO ITS PROGRAMMING LINE-UP

Calgary, AB – September 1, 2006 — Star Choice's satellite TV service is continuing to grow its 420+ channel line-up with the announcement today of the launch of American Movie Classics (AMC) in Canada.

"With the addition of AMC, Star Choice is proud to provide our more than 865,000 nation-wide customers with an even stronger line-up of new and expanded channels that creates the industry's best digital television viewing experience," said Jim Cummins, Vice-President of National Operations for Star Choice.

New to Canada, AMC is a 24-hour, movie-based network, devoted to the movie fan. The network offers a comprehensive library of popular movies and a critically acclaimed slate of original programming that is a diverse, movie-based mix of original series, documentaries and specials. AMC has garnered many of the industry's highest honors, including 14 Emmy awards. AMC is "TV for movie people."

AMC will be available on a free preview basis for Star Choice customers until November 30, 2006. After that, the channel will be available in our MOVIES bundle at no additional cost. AMC is available on channel 609 for customers East of Manitoba and on channel 629 for customers in Manitoba and western provinces.

"In the past few months, we've added terrific new channels such as Turner Classic Movies, The Fight Network, NFL Network, Prise 2, Cinepop, and several new HD services. Our objective in launching these channels and focusing on delivering great customer service is to add value for our customers and to demonstrate that we are truly dedicated to providing them with the country's best digital television experience. With high definition channels and 100% all-digital quality channels, Star Choice is the right choice for satellite TV in Canada," added Mr. Cummins.

Star Choice has launched more than 25 channels in the last 24 months.

Star Choice Communications Inc., a subsidiary of Shaw Communications Inc. (TSE:SJR.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 865,000 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](http://starchoice.com).

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