

Star Choice Continues to Expand Channels Launch of RAI, CP24, and A-Channel Victoria-Vancouver

Calgary, Alberta, August 10, 2005 - Star Choice Communications Inc. today announced the addition of three new programming services (RAI, CP24, and A-Channel Victoria-Vancouver) to its channel line-up beginning August 11th, 2005.

The addition of these new programming services is a part of Star Choice's continuing commitment to bring Canadians the best digital satellite television experience in the country. "Over the last year, we have added over 20 video channels to the Star Choice line-up," said Jim Cummins, Vice-President, National Operations, Star Choice. "In June, we also added two more high definition channels, and Star Choice continues to offer its high definition channels at no additional charge."

CP24 will be launched on Channel 509 on the Star Choice network and will be available on a free preview basis until September 1, 2005. CP24 is a leading provider of live, local and late-breaking news in the Greater Toronto Area. CP24's multimedia format provides nine simultaneous and continuous streams of information to meet the needs of today's fast paced consumers. The service will be a part of Star Choice's FYI programming bundle, which includes 8 other video services, and will be available for \$4.99/month starting September 1, 2005.

RAI International is the international service of Italy's largest television network and will be launched on channel 802 on the Star Choice network. The service will be available for \$2.49 per month. RAI broadcasts the best programs from Rai Radiotelevisione Italiana to 238 countries around the world. RAI International offers a variety of content 24 hours a day, including news, culture, cooking, sports, films and original programs. RAI International's target audience consists of Italian communities abroad and people who are interested in Italy and Italian culture.

A-Channel Victoria-Vancouver (formerly THE NEW VI) provides local news for its coverage area, plus hits series, such as "7th Heaven", "Monk", and "Everwood". The service will be launched on channel 389 and will be provided to all customers taking the English Essentials package at no additional charge.

"With these new channels and more services to come, we continue to provide our customers with more options for them to enjoy their favorite programs," said Mr. Cummins. "This is all part of providing Canadians the best digital satellite television experience in the country."

About Star Choice

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 836,000 subscribers. 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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