



NEWS RELEASE

STAR CHOICE RECEIVES AWARD FOR HIGHEST CUSTOMER SATISFACTION RATING

Calgary, Alberta and Vernon, British Columbia – October 31, 2005 ---- Star Choice Communications Inc., a division of Shaw Communications Inc. (Symbol: TSX:SJR.NV.B, NYSE:SJR), announced today that they have received the SQM Group Inc. 2005 award for the Highest Customer Satisfaction Rating within the Telecommunications and TV industry.

SQM Group awards excellence in customer and employee satisfaction for the contact centre industry. SQM benchmarked over 250 North American contact centres for the period ranging from October 1, 2004 to September 30, 2005. In each contact centre, SQM surveyed approximately 400 customers within 1 to 3 days of their call to the contact centre to better understand their satisfaction with their service experience. In addition, for each contact centre that participated in the benchmarking study, SQM surveyed up to 300 employees to understand the overall level of employee satisfaction. As a result of these surveys, SQM recognizes Star Choice Communications as a Service Quality Award of Excellence Winner for having the highest Customer and Employee satisfaction within the Telecommunications/TV industry for 2005.

“We are ecstatic to have the SQM Group validate the positive feedback that we continually hear from our customers”, said Jim Cummins, Vice President, National Operations for Star Choice Communications Inc., “This award serves as a benchmark, allowing us to strive for new opportunities to continue working towards improving the overall customer experience.”

“It was thrilling to have Star Choice participate in this year’s study”, said Mike Desmarais, President, SQM Group Inc. “Star Choice’s success and continued dedication has raised the bar in improving the overall customer service experience within the Telecommunication and TV industry.”

Star Choice will continue to work with the SQM Group to measure its competencies, challenge its processes, and search for best of breed solutions that positively impact the customer experience.

For the latest information on Star Choice Communications, or to find out additional information about Star Choice’s products and services, visit starchoice.com or contact a customer service representative at 1 888 554-STAR.

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About Star Choice Communications Inc.

Star Choice Communications Inc., a division of Shaw Communications Inc. (Symbol: TSX – SJR.NV.B, NYSE – SJR), is a leading Canadian provider of quality digital audio and video Direct-to-Home (DTH) satellite services. Star Choice delivers one of Canada’s largest channel selections to more than 835,000 customers. Canadians can purchase Star Choice equipment at

more than 4,000 locations across the country, including The Source by Circuit City, Future Shop, Best Buy, Leon's and The Brick. For additional information visit starchoice.com.

About SQM Group Inc.

SQM Group Inc. specializes in benchmarking and tracking contact centre's service quality performance for call centre, e-mail, Web site and IVR contact channels. SQM Group believes in the value of outstanding customer service and understands its positive impact on growth, reputation and profitability. SQM's purpose is to ensure their clients business success through the development of world-class contact centre service quality performance metrics.

SQM Group benchmarks over 250 leading North American contact centres on an annual basis and has been conducting benchmarking studies for the past 9 years. On an annual basis SQM conducts over 200,000 surveys with customers who have used a contact centre's call centre, e-mail, Web site or IVR channel service. For additional information please visit sqmgroup.com.

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