

Date: 9 June 2008  
On behalf of: Galleon Holdings plc ('Galleon', the 'Group' or the 'Company')  
For immediate release

## **Galleon Holdings PLC**

- **Launch of Toyline in the US**
- **Appointment of Licensing & Distribution Partners**

Galleon Holdings plc (AIM: GON), the AIM-listed intellectual property owner and developer in the entertainment sector, today announces the launch of Skunk Fu! as a merchandising brand in the US and Canada. Following the announcement on 27<sup>th</sup> May that the series will have a dual broadcast platform in the US airing on the CW on weekends and the Cartoon Network Television on weekdays, Galleon can also announce that the show has now also been sold to leading Kids TV channel YTV in Canada.

The brand will be launched at the New York Licensing Show, held June 10-12, the world's leading show in the entertainment brand and property marketplace with over 25,000 attendees. Galleon has appointed The Sharpe Group Inc ("Sharpe Group") as licensing agent for Skunk Fu!, in the North America. Sharpe Group is a boutique intellectual property agency, with an emphasis in marketing IP in North America. A Skunk Fu! toyline has been developed by Croco Worldwide, Galleon's toy division and this will be also previewed at the show by the Sharpe Group.

Further to this NCircle have secured as DVD distribution rights for Skunk fu! in the US. NCircle is an entertainment content distributor, specialising in children's programming. The company is a division of Alliance Entertainment Corporation (AEC) is the largest single source of home entertainment, with distribution channels with over 110,000 stores throughout North America.

### **Commenting on the launch and appointments, CEO of Galleon Holdings, Stephen Green said:**

*"This broadcast platform presents us with a significant opportunity to launch our toyline and the brand in the US market. Having a toyline ready for distribution allows us to respond quickly to this breakthrough."*

*"The Sharpe Group and NCircle are both specialists in their own field and we are very excited to be working with partners of this calibre."*

### **Charlie Day, President of Sharpe, added:**

*"We are delighted to be representing Galleon for Skunk Fu. It's an exciting entertainment brand that has been gathering awareness in the United States following its television launch on The CW some months ago. Sharpe is well placed to build a significant merchandise program for Skunk Fu in North America."*

**- Ends -**

### **Enquiries:**

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**Notes to Editors:**

Galleon Holdings plc is an AIM-listed company and Intellectual Property and media content owner and is a developer in the entertainment sector. It has three main subsidiaries:

- Galleon Entertainment: Owns, develops and manages entertainment based IP targeted at kids and teens.
- Croco Worldwide: Designs innovative bespoke in-pack premiums for global Fast Moving Consumer Goods (FMCG) companies. It has the design, manufacturing and operational capabilities to take an idea from concept through to market.
- Phoenix: Designs and sells interactive media platforms to broadcasters enabling them to offer interactive voting to viewers. Since its acquisition, Phoenix has been able to provide a provision of content and IP to television broadcasters, creating opportunities to co-produce shows.

**About The Sharpe Group:**

The Sharpe Company is a boutique intellectual property agency, offering clients a total package of IP rights representation. We serve as a licensing agent and consultant, as well as a strategic brand development manager and entertainment packager. Sharpe provides a wide range of global services and opportunities to owners of intellectual properties - both brands and characters. Sharpe brings a truly global perspective to the business of marketing intellectual properties with an emphasis in marketing IP from Europe in North America and IP from North America in the rest of the world. With more than 40 years combined IP licensing experience in the global consumer product marketplace, Sharpe's team can make it happen.

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**About NCircle Entertainment:**

- NCircle is an entertainment content distributor that specializes in children's programming.
- NCircle Entertainment is a division of Alliance Entertainment Corporation (AEC), which is the largest single source of home entertainment.
- AEC and NCircle are both part of Source Interlink. Source Interlink Companies is a leading marketing, merchandising and fulfillment company of entertainment products including DVDs, music CDs, magazines, books and related items. With an annual run rate revenue in excess of \$3 billion, Source Interlink serves about 110,000 retail store locations throughout North America. Supply chain relationships include movie studios, record labels, magazine and newspaper publishers, confectionary companies and manufacturers of general merchandise.