

Date: 23 June 2008  
On behalf of: Galleon Holdings plc ('Galleon', the 'Group' or the 'Company')  
Embargoed until: 0700hrs

## **Galleon Holdings PLC**

### **Syndication of Super Soccer Star in Shanghai region**

Galleon Holdings plc (AIM: GON), the AIM-listed intellectual property owner and developer in the entertainment sector, is pleased to announce the syndication of Galleon's programme, Super Soccer Star, to the Shanghai Sports Channel, part of Shanghai Media Group.

This agreement builds on the success of Galleon's first series of Super Soccer Star, an interactive family orientated football talent show, which has been co-produced with Guangdong TV Sports Channel and Chelsea Football Club. The show is expected to generate revenue from numerous channels and activities including sponsorship, advertising, mobile phone participation, live events, online activities and branded merchandise. During the launch phase of this initial series, the first four of 13 episodes generated a high level of mobile and online transactions from viewers voting for their favourite contestants. With the majority of the series still to be aired and with further syndication with other broadcasters and online partners to come, the Company is encouraged by the response to the show and expects this to gain further momentum.

Due to recent events in China, there has been disruption to all family entertainment shows scheduled for prime time, however, despite being off air for three weeks, Super Soccer Star remains one of the top five overall shows for the broadcaster in the Guangdong region.

Shanghai Sports Channel is expected to air the series later in the year. This channel reaches 11 million homes in the Shanghai region, with key programming including the English Premier League, Spanish Primera division and UEFA Champions League.

Super Soccer Star is the first of Galleon's multi-platform family entertainment shows to be launched by its Chinese operation Phoenix, a provider of interactive entertainment services to broadcasters in China and South East Asia, which was acquired by Galleon in October 2007. Phoenix has used the Super Soccer Star format to further develop its multi-platform entertainment model with a suite of new product offerings and mechanisms for both mobile and online activity.

The early success of the show in Guangdong has also instigated discussions for further series of Super Soccer Star in China with satellite broadcasters as well as a new series from Galleon's Super Sports Star franchise, focusing on a new sport. Phoenix is also in discussions with potential partners in Indonesia, Vietnam, Thailand, India and Middle East and is in final negotiations of a co-production agreement for Super Soccer Star in Malaysia with a leading terrestrial broadcaster.

#### **Commenting on the syndication, CEO of Galleon Holdings, Stephen Green said:**

*"The popularity of the first series of Super Soccer Star has exceeded our expectations as well as those of our partners. The syndication of the show is a key part of our strategy and demonstrates the quality of the programming and the steady execution of our business model. We expect this to be the first of a number of agreements as we roll-out the Super Soccer Star format to major broadcasters across China and South East Asia. This is further evidence that Galleon is well placed to exploit the opportunity that exists in the rapidly developing broadcast markets in China and South East Asia."*

**- Ends -**

## **Enquiries:**

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## **Notes to Editors:**

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

- Galleon Entertainment: owns, develops and manages multiplatform entertainment based IP, focused primarily on the children's, family and young adult markets.
- 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.