

Date: 7 July 2008  
On behalf of: Galleon Holdings plc ('Galleon')  
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## **Galleon Holdings PLC Agreement with Hunan Television in China**

Galleon Holdings plc (AIM: GON), an AIM listed entertainment media company focused on the emerging markets, is pleased to announce that it has secured a contract with Hunan Television ("HNTV") to develop and facilitate interactivity for a range of programmes to be broadcast on its Entertainment Channel.

Under the terms of the agreement, Galleon's Chinese operation, Phoenix, a provider of interactive entertainment services to broadcasters in China and South East Asia, will work with HNTV to develop interactive game play, functionality and content applications for seven shows to be broadcast on the Entertainment Channel over the coming year. Galleon will also be responsible for the billing and fulfilment of all mobile or telephone based interactive activity, which is enabled by its acquisition of Yunbo, a mobile service provider in China, in February 2008. Revenue will be earned on a profit share basis.

HNTV is one of China's leading provincial broadcasters with an audience reach of 67 million. It has a reputation for delivering cutting edge entertainment formats to the China market.

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

*"We are delighted to be working at such a strategic level with another leading broadcaster in China. This is a testament to the expertise of the Phoenix team and its strong relationships with broadcasters in the country. The combined audience of these seven shows presents us with a significant opportunity to generate revenues through interactive channels and applications."*

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### **Enquiries:**

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### **Notes to Editors:**

Galleon Holdings plc creates and distributes multi-platform branded entertainment properties focused on the emerging markets, in particular China and South East Asia. The entertainment properties are designed to establish a direct, interactive relationship with the viewer.

Television in China reaches approximately 98% of the population of 1.3 billion. Mobile phone penetration is also high, with over 450 million subscribers and with over 300 million people online, China is now the largest online market in the world. Huge TV audiences and growing interactive platform access presents a substantial opportunity for Galleon to benefit from the popularity and demand for interactive entertainment and game shows. China is forecast to become the world's fifth largest advertising market.

In October 2007 Galleon acquired Phoenix, a Hong Kong based media solutions company, which specialises in the provision of interactive broadcast television services that enable broadcasters in China and South East Asia to provide interactive entertainment for audiences to access through TV, online and mobile.

In February 2008 Galleon acquired Yunbo, a mobile service provider in China, strengthening the Company's ability to provide Chinese broadcasters with a complete media solution for multiplatform entertainment. Galleon now has total control over the interactive content, its delivery to the consumer, data capture and the billing process.

Galleon develops entertainment formats for children, families and young adults. These include:

- Super Soccer Star – an interactive family orientated football talent show. Produced in association with Chelsea Football Club. The first series, currently broadcasting in Gungdong province, China, has achieved top five show status.
- The Limit – prime-time family variety game show. To be launched in Hunan province, China later this year.
- Skunk Fu! - a comedy action animated TV show for kids aged 6-11.
- Apollo's Pad - an interactive online animated sitcom targeting 16-24 year olds.