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On behalf of: Galleon Holdings plc (“Galleon” or “the Company”)
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Galleon Holdings PLC

Roll-out of latest product IP

Galleon Holdings plc (AIM: GON), an AIM listed entertainment media company focused on the emerging markets, is delighted to announce that its Product IP Division, Croco Worldwide, has today received a further order from global consumables manufacturer PepsiCo for ‘Roks’, one of Croco’s wholly-owned toy intellectual properties. The value of the order is €1,500,000.

This second order brings the total value of orders received for “Roks” to date to €4,900,000.

Croco Worldwide designs innovative bespoke in-pack premiums for global FMCG companies, such as PepsiCo, Kraft and Frito-Lay. The unique toy products are ‘give-aways’ in food packets, such as crisps and cereal, or incorporated into bottle tops and are often branded with the latest film or craze, such as Spiderman, Pirates of the Caribbean and Bratz. The product range includes Blasterz, Epix Coins, Lenticulars, Flipz and Spinners. Blasterz, our previously launched product, has received orders to date of €8,000,000.

Commenting on the latest order, Stephen Green, CEO of Galleon Holdings, said:

“The roll-out of ‘Roks’ with PepsiCo broadens our range of toy based IP, creating greater value, and further strengthens our relationship with a leading global brand. Successful toy based IP has a perennial value to us as we continue to grow our distribution into new markets.”

- Ends -

Enquiries:

Galleon Holdings plc
Stephen Green, Chief Executive

www.galleonplc.com
Tel: 020 8742 3636

Kaupthing Singer & Friedlander Capital Markets
Graham Swindells / Marc Young

Tel: 020 3205 7500

Redleaf Communications
Samantha Robbins / Sanna Sumner / Mike Ward

Galleon@redleafpr.com
Tel: 020 7822 0200

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.