

Date: 29 July 2008
On behalf of: Galleon Holdings plc ("Galleon" or "the Company")
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Galleon Holdings PLC

New Product Order

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 ("Croco"), has today received an initial order for a new product from global consumables manufacturer PepsiCo, to be supplied in five territories. The first commission covers the materials and associated manufacturing costs for an order which has an anticipated overall value of €2,350,000.

PepsiCo intends to use the product to drive promotions on a worldwide basis. The new product, which cannot be named for competitive reasons, has been tested successfully in multiple markets.

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

"It is great news for Croco to be launching a new product. Adding a third product IP to "Blasterz" and "Roks" will help us as we expand our distribution by territory and channel. These products are carefully researched and tested, and once they are proven in the market they usually have a long term value to Croco and our clients."

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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.