

Date: 14 August 2008  
On behalf of: Galleon Holdings plc ("Galleon" or "the Company")  
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## **Galleon Holdings PLC Agreement with MMTV 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 signed an agreement with Chinese National digital TV broadcaster, MMTV, to co-produce a series of Galleon's Play Along Gameshows ("PAGS") .

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 MMTV to produce a range of highly interactive programmes or PAGS, which will include a dating show, a call-in chat show and a psychology show. These shows are expected to launch in September. Revenue will be earned on a revenue share basis.

In addition to co-producing these shows, Galleon has secured an exclusive contract for its China based Mobile Service Provider Yunbo, to provide billing and fulfilment of all mobile or telephone based interactive activity, across all MMTV's programming.

MMTV is a fast growing digital TV channel targeting a female audience with programming that focuses on topics such as love and dating, fashion, TV shopping, wellbeing and lifestyle. Based out of Changsha in the Hunan province, it broadcasts across 92 cities and currently reaches an audience of approximately 75 million, which is expected to grow to 130 million by the end of 2008.

Galleon is now working with four television stations in China on the development and production of interactive content and formats. The Company expects to sign further agreements with Chinese television stations during 2008.

**Commenting on the latest agreement in China, CEO of Galleon Holdings, Stephen Green said:**  
*"Galleon is beginning to gain traction in the interactive entertainment TV market in China, growing its footprint with our portfolio of PAGS and also bigger prime time IP such as Super Soccer Star, first broadcast in Guangdong earlier this year. We have numerous discussions underway allowing us to apply our business model to more entertainment with more partners."*

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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.