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On behalf of: Galleon Holdings plc ('Galleon', the 'Group' or the 'Company')  
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## **Galleon Holdings PLC**

### **▪ US distribution agreement for Skunk fu! topline**

Galleon Holdings plc (AIM: GON), the AIM listed entertainment media company focused on the emerging markets, today announces it has signed its first distribution agreement in the US for the Skunk fu! topline with Zizzle Toys, a major toy manufacturer that specialises in developing and marketing innovative toy products.

In the United States, the Skunk fu! series is currently broadcast on The Cartoon Network as many as three times per day during the week and on the weekends it is shown on the Kids WB Network. To date, ratings have reached 3.2 million for its core target audience, boys age 6-11.

The Skunk fu! topline has been developed by Croco Worldwide, Galleon's toy division and was launched at the New York Licensing Show in June this year. Zizzle will have the exclusive rights to distribute Skunk fu! toy merchandise in the US, where it currently manufactures and distributes toys in partnership with such licensors including Disney, Nickelodeon, Marvel, HIT, WB and more. Zizzle is known for its recent success in distributing the Pirates of The Caribbean toy line in the US.

Skunk fu! is an animated cartoon targeting boys age 6-11, starring Skunk fu! a skunk who is accidentally dropped into China by a wayward stork as a baby. Skunk is a gifted student, but his boldness keeps getting him into dangerous, but hilarious and sometimes smelly adventures! Skunk has to learn the mysteries of Kung Fu from a wise old Panda, so that he can help the resistance to fight the evil Black Dragon and his army of Ninja Monkeys.

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

*"Skunk fu! is now getting strong TV ratings in the US on two leading broadcasters and we are delighted to be working with a partner of Zizzle's calibre in the Toy category."*

#### **Commenting on the distribution deal, Zizzle President and CEO, Roger Shiffman said:**

*"We're thrilled to have been chosen to bring Skunk fu! to the US. The success the television show has had on the Cartoon Network right out of the blocks is unprecedented. The characters and comedic play lend themselves to a long term franchise opportunity. We're confident that pairing Zizzle's product and marketing expertise, The Sharpe Company's stellar licensing and Croco's product, we are creating a recipe for success."*

#### **Enquiries:**

**Galleon Holdings plc**  
Stephen Green, Chief Executive

[www.galleonplc.com](http://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](mailto: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.

## ABOUT ZIZZLE

Zizzle Toys is an innovative marketing driven toy and entertainment company founded by President and CEO Roger Shiffman. Zizzle is currently manufacturing a unique line of licensed electronic music toys for both of Disney's newest and most popular franchises, High School Musical and Camp Rock. Zizzle is developing a broad line of hand held electronics games featuring the licenses of ESPN, Nickelodeon, Marvel, HIT and Disney. Zizzle created the Oppenheim Platinum Award Winning Lucky the Incredible Wonder Pup and is the U.S. distributor for the international award winning iTeddy. Zizzle is also The Worldwide Master Toy Licensee for Disney's Pirates of the Caribbean franchise. Over the last three years, Zizzle has successfully brought to market an arcade pinball machine for home use, numerous interactive animatronic plush characters, electronic music toys, educational learning aids, remote control cars and many other toys. To learn more about Zizzle log on to [www.zizzle.com](http://www.zizzle.com).

## ABOUT THE SHARPE COMPANY

The Sharpe Company, the licensing agent for *Skunk fu!* in North America, is a boutique intellectual property agency, offering clients a total package of IP rights representation. It serves as a licensing agent and consultant, as well as a strategic brand development manager and entertainment packager. Sharpe provides a wide range of global services and opportunities to owners of intellectual properties - both brands and characters. Sharpe brings a truly global perspective to the business of marketing

intellectual properties with an emphasis in marketing IP from Europe in North America and IP from North America in the rest of the world.