

Date: 17 September 2008
On behalf of: Galleon Holdings plc ("Galleon" or "the Company")
Embargoed until: 0700hrs

Galleon Holdings PLC Strategic US Partnership

Galleon Holdings plc (AIM: GON), the AIM listed entertainment media company developing and producing multi-platform properties with a focus on emerging markets, announces a strategic partnership with Dragonfruit Studios, a US-based original content studio focused on multi-platform entertainment properties, that initially involves the licensing of two of Galleon's multi-platform entertainment properties.

Dragonfruit has licensed the exploitation rights to Galleon's entertainment properties, Super Soccer Star and Apollo's Pad. Under the terms of the deal Dragonfruit will pay an initial fee of US \$1million and royalties on future earnings.

Dragonfruit was launched in January 2008 by Michael Koziol and Melissa Honabach, who previously founded interactive agency Ant Farm Interactive in 1999, which they sold to Nurun, a publicly traded (TSX) global interactive agency, in 2004. Nurun was subsequently acquired by Quebecor Media. The principals are widely recognised for their expertise in digital media and marketing, new and emerging media models, and advising leading global brands on the new media landscape. During their tenure at Ant Farm Interactive and Nurun, they advised a wide range of clients, including: AT&T, AutoTrader.com, Equifax, L'Oreal, Unilever, Evian, The Home Depot, Bombardier Recreational Products, Frontier Airlines, and many others.

Super Soccer Star is a multi-platform football-oriented talent search reality show designed to find future football stars. The format provides a mix of football and entertainment and includes a host of interactive applications and activities for the home viewing audience. Chelsea Football Club is the global sports sponsor of the programme, with the winner of each series earning the exclusive opportunity to train at the Chelsea Academy. The first series, broadcast in China, has achieved top five show status and a global rollout is planned for the remainder of 2008 and 2009.

The potential for a successful launch of Super Soccer Star in the United States is supported by the US being the world's largest and most developed media market, the fast growing audience for broadcasts of the English Premier League, and that US Youth Soccer is the largest youth sports organisation in the United States, with more than 3.2 million members ages 5-19. Furthermore, reality TV shows continue to experience huge success in the US market evidenced by the fourth season of Hell's Kitchen USA on the Fox Network ranking as the summer's top-rated show, averaging 10.1 million viewers per episode.

Apollo's Pad is an interactive entertainment property aimed at the highly coveted yet elusive young male audience and offers online and mobile users a unique, broadcast-quality comedy entertainment show. The property features a series of webisodes set in the fictional Apollo's Pad nightclub and a cast of characters modelled after different music genres. The music catalogue is supplied by Sony BMG and EMI and users are able to download exclusive music and music videos. The future plans for Apollo's Pad involve more aggressive and broader distribution across global digital entertainment networks; brand integration with the property, characters, and music videos; and the growth of the Apollo's Pad community.

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

“The partnership with Dragonfruit Studios is highly complementary to Galleon’s business with the addition of a US operating presence, expansion opportunities for our brands into the United States, digital media expertise and access to major global brand advertisers. The relationship will greatly enhance our ability to drive revenues from these properties in the US and globally in the immediate future.”

Commenting on the partnership, CEO of Dragonfruit Studios, Michael Koziol said:

“Globally, the future of entertainment and media is in the creation and execution of relationship-driven multi-platform properties that engage consumers on numerous different media fronts and facilitate the relationships between brand sponsors and their end consumers. Together with Galleon, we are confident that the right formula and thinking exist to create lasting media and entertainment brands and build value for our businesses and brand partners.”

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Notes to Editors:

ABOUT GALLEON HOLDINGS

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 Guangdong 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 the young male audience.

ABOUT DRAGONFRUIT STUDIOS

Dragonfruit Studios is an Atlanta-based original content studio focused on creating, developing, and producing multi-platform entertainment properties. With the dynamic shifts occurring in the media and entertainment spaces, now is the time for new approaches to content creation and a new view towards distribution and revenue models. The founders' experience with new marketing and media models, their perspective on the current and emerging media landscape, and their understanding of the needs and expectations of new consumers positions Dragonfruit Studios well to create and exploit new audiences and deliver the right content using the right channels.