

Date: 29 September 2008
On behalf of: Galleon Holdings plc (“Galleon”, “the Company” or “the Group”)
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Galleon Holdings PLC

- **Co-production agreement for Super Soccer Star in Malaysia**
- **Heads of terms agreed for Super Soccer Star in Indonesia**

Galleon Holdings plc (AIM: GON), the AIM listed entertainment media company developing and producing multi-platform properties with a focus on emerging markets, is pleased to announce that it has signed an agreement with Nafalia Corporation Sdn Bhd, a Malaysian television production house, to co-produce a Malaysian version of Galleon’s programme, Super Soccer Star, to air on Radio Television Malaysia (“RTM”), a leading national broadcaster,

Under the terms of the agreement, Galleon will work with Nafalia and RTM to produce 13 episodes of the show to be broadcast on prime time TV. Online recruitment and TV promotion will begin in October and the show is due to begin broadcasting in January. Chelsea Football Club is the global sports partner for the programme, with The Malaysia Football Association being the co-sponsor for this series. Additional brand sponsors of the show will be announced in due course. The show generates revenues from mobile and online voting, sponsorship, advertising and branded merchandise, of which Galleon will receive a share.

RTM is government-owned public broadcaster which owns several radio and television channels in Malaysia. RTM2 has the highest audience figures among the government-owned TV stations and has the second highest audience figures and advertising expenditure among all TV channels in Malaysia. The average audience on a prime time slot on RTM2 is around 1.5 million viewers. Along with Malaysian entertainment variety shows and local dramas RTM airs international dramas, tele-novellas and will be airing “Malaysia’s Got Talent” at the end of this year.

Galleon and Chelsea Football Club have also agreed heads of terms to licence Super Soccer Star to AXP (the branded entertainment arm of PT Activate Media Nusantara) for Indonesia (“Activate”), subject to Activate securing additional sponsors for the show. Activate’s clients include Bank Danamon, BII Bank, Axis and Air Asia. One of its recent successful projects was Paspur Selebriti (Celebrity Passport), which is a top rating travel show currently being aired on Trans TV. The show is currently in its second season.

This agreement follows the success of the first series of Super Soccer Star, broadcast on Guangdong TV Sports Channel in China. Super Soccer Star is an interactive family orientated talent show to find the next teen football star. The winner is granted a place to train at Chelsea’s Football Academy. The show was one of the top five overall shows during its first run on Guangdong TV Sports Channel and a recent episode outperformed the channel’s average market share by 94%.

The show was recently syndicated to the Shanghai Sports Channel, where it is expected to begin broadcasting in the first quarter of 2009, and the US rights to the show have recently been licensed to Dragonfruit Studios, which plans to launch the show in the US during 2009.

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

“We are beginning to gain momentum with our programmes in our target markets and are very excited to be working with Chelsea and RTM to roll out the Super Soccer Star show in Malaysia, with the prospect of Indonesia following in early 2009.”

“The first series of the show has been a great success in Guangdong and we are in advanced negotiations about a second series to air in 2009. Together with Chelsea FC, we are confident we can build on the initial success of Super Soccer Star to create a global entertainment brand.”

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 through its media arm Chelsea Digital Media. 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 16-24 year olds.

Nafalia Corporation Sdn Bhd is a wholly owned Malaysian production house which was incorporated in 2002. Nafalia's core business is the production and supply of local TV programmes as well as distribution of foreign syndicated programmes to both the Free to Air TV stations in Malaysia as well as the sole Pay TV satellite operator in Malaysia. Nafalia produces programme in various genres such as travelogue, entertainment, documentary, cooking, gameshow, sports, recreation, general magazine shows, infotainment, sponsored titles and special shows. Nafalia has also embarked on joint venture productions with foreign TV Stations such as Radio Televisyen Brunei (RTB), Jiangsu Broadcasting Corporation Nanjing, China (JSBC) and Suria TV, Singapore. Pioneered and led by experienced and highly competent key personnel with excellent supporting workforce, Nafalia is geared to move forward and continue to produce consistently high quality, interesting and unique programmes locally and abroad.