

Date: 27 November 2008  
On behalf of: Galleon Holdings plc ("Galleon", "the Company" or "the Group")  
Embargoed until: 0700hrs

## **Galleon Holdings PLC**

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

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 exclusive distribution deal in the UK with Trends UK, a major toy licensee, for BAFTA-nominated hit animated comedy-action series Skunk Fu!.

The Skunk Fu! topline is scheduled to launch roll out at major retailers such as Toys R Us, Hamleys, Harrods, Tesco, Toymaster, The Entertainer and Amazon in the first quarter of 2009. The Skunk Fu! topline has been developed by Galleon's toy division, Croco Worldwide. Galleon is set to support the launch with major marketing initiatives including a national TV campaign from February 2009.

The UK distribution deal with Trends follows the exclusive distribution deal in the US with major toy manufacturer and marketer Zizzle Toys, worldwide toy licensee for Disney's Pirates of the Caribbean franchise, among others.

Skunk Fu! is an animated action cartoon targeting boys age 6-12, starring skunk fu, a skunk who is accidentally dropped into China by a wayward stork as a baby. The series is sold internationally throughout 100 territories worldwide, including the US, where it currently airs 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. It has been running on BBC1, CBBC and S4C in the UK during 2008.

**Commenting on the distribution deal, Business Development Director, Adrian Whyles said:**

*"Skunk Fu! has been a hit-performing show in the UK and we are delighted to be working with such a talented company as Trends UK, who offer the best opportunity to ensure the success of the Skunk Fu! topline. We look forward to this being the start of a successful partnership."*

**Also commenting on the distribution deal, Trends UK's managing director, Lee Clowes said:**

*"Skunk Fu! is capturing a whole generation of young fans and we're thrilled to have been chosen to distribute the Skunk Fu! toy line in the U.K. The success the television show has had on the BBC is unprecedented and we look forward to making the range available to the UK fans."*

**-Ends-**

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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 through its media arm Chelsea Digital Media. The first series, broadcast in Guangdong province, China, achieved top five show status.
- The Limit – prime-time family variety game show. To be launched in Hunan province, China in early 2009.
- 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 Trends UK

Trends UK was formed in 2002 with the objective of bringing exciting, innovative, quality products to the market.

The Trends business has since developed from its origins in 'character' stationery and educational product to become the No.1 science product supplier. 2003 saw the launch of the company's National Geographic range, which has gone from strength to strength. The range combines exciting experimental science products with a valued educational experience and is fully endorsed by the National Geographic Society.

Trends products are available in a wide range of retail outlets, from Toys R Us and Argos to John Lewis Partnership, Hamleys, Harrods, The Entertainer, Gamleys, Tesco, Asda, Boots, Debenhams and Smyth's Ireland - as well as all leading Toymaster and Youngsters shops.

The company has a commitment to both its retail partners and to our consumer to ensure the delivery of high quality merchandise.