

Date: 9 March 2009  
On behalf of: Galleon Holdings plc ('Galleon', 'the Company' or 'the Group')  
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## **Galleon Holdings PLC**

### **▪ Territory deal for Super Soccer Star in Vietnam**

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 a three year contract to grant Cty TNHH Tiep Thi Quoc Te the territory rights to Galleon's property Super Soccer Star in Vietnam.

Under the terms of the agreement, Galleon will receive a non refundable but recoupable advance for the new territory with a revenue share of net income. Super Soccer Star is a multi-platform entertainment property which includes a prime time reality show to find the best football players between 13 and 16 years old. The show is co-produced in association with Chelsea Football Club through its digital media arm Chelsea Digital Media.

Cty TNHH Tiep Thi Quoc Te is an entertainment, sports management, and sports marketing company based in Vietnam. As with previous successful series of Super Soccer Star in China and Malaysia, online recruitment and TV promotion will be undertaken in the build up to the show and additional brand sponsors are expected to be announced in due course. The show generates revenues from mobile or landline and online voting, sponsorship, advertising and branded merchandise.

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

*"This is yet another milestone for the Group in the roll out of the Super Soccer Star brand globally. The previous successes of Super Soccer Star have made it easier to expand into new territories. India and Middle Eastern regions were signed up last month with Vietnam being the latest in a strong pipeline of new territory deals."*

#### **Nguyen M. Xuan, CEO of Cty TNHH Tiep Thi Quoc Te, added:**

*"We are very happy to have the opportunity of working with Galleon and Chelsea FC on this unique multi platform property. We are confident we can replicate in Vietnam the success that this property has so far achieved in China and Malaysia."*

**-Ends-**

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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, broadcast in Guangdong province, China, achieved top five show status. The show has recently launched in Malaysia.
- 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.