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

### **■ New clients in India & Italy**

Galleon Holdings plc (AIM: GON), the AIM listed entertainment media company developing and producing multi-platform properties with a focus on emerging markets, is delighted to announce that its Product IP Division, Croco Worldwide ("Croco"), has recently secured new clients in two new territories, India and Italy.

The first contract is with global consumables manufacturer PepsiCo and The ICC to supply an innovative electronic product for the Indian market. The second is with Italy's leading savoury snack supplier Unichips, which supplies a wide variety of salted snacks under its San Carlo and Pia brands.

The products, which cannot be named for competitive reasons, have been tested successfully in multiple markets. The PepsiCo order for India has an overall value of \$900,000 and Unichips has an anticipated value of €800,000 per annum.

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

*"It is always good to break into new territories and work with new clients, such as Unichips. Pepsico is an active partner and provides us with regular business. We are particularly excited about breaking into a new market the size of India where the premiums and promotions business is just starting to evolve."*

#### **Enquiries:**

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

[www.galleonplc.com](http://www.galleonplc.com)  
Tel: 020 8742 3636

**Cenkos Securities (Nominated Adviser & Broker)**  
Ken Fleming / Jon Fitzpatrick

Tel: 0131 220 9772 / 0131 220 9773

**Redleaf Communications**  
Samantha Robbins / Sanna Sumner / Mike Ward

[Galleon@redleafpr.com](mailto:Galleon@redleafpr.com)  
Tel: 020 7566 6700

#### **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.