

Date: 31 March 2009  
On behalf of: Galleon Holdings plc (“Galleon”, “the Company” or “the Group”)  
Embargoed until: 0700hrs

## **Galleon Holdings PLC**

### **▪ IMG acquires territory rights for Super Soccer Star in Eastern Europe and Scandinavia**

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 contract with IMG Entertainment, the premiere global sport and entertainment company, to exploit Galleon’s wholly owned property Super Soccer Star in Eastern Europe and Scandinavia.

Under the terms of the agreement IMG Entertainment has the rights to the Super Soccer Star format in Russia, CIS (Ukraine, Kazakhstan, Belarus, Azerbaijan, Uzbekistan, Turkmenistan, Georgia, Armenia, Tajikistan, Kyrgyzstan, Moldova), Eastern Europe (Estonia, Latvia, Lithuania, Poland, Czech Republic, Slovakia, Hungary, Romania, Bulgaria, Slovenia, Croatia, Bosnia-Herzegovina, Serbia, Macedonia, Montenegro, Albania), Turkey and Scandinavia (Denmark, Norway, Sweden, Finland).

Produced in association with Chelsea Football Club, 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 generates revenues from mobile and online voting, sponsorship, advertising and branded merchandise. This agreement with IMG builds on two successful series aired in China and Malaysia and territory rights granted in Indonesia, Vietnam, the Middle East, India and the US. Negotiations regarding the rights to further territories are ongoing.

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

*“IMG is a leading global media operator and we are delighted to be working with them in rolling out Super Soccer Star to Eastern Europe and Scandinavia. This deal along with our recent territory deals in Vietnam, India and the Middle East demonstrates the global appeal of our multiplatform approach.”*

#### **Mark Young, SVP of IMG Entertainment, added:**

*“We are excited about working on Super Soccer Star with Galleon and our infrastructure, ability and know how will enable us to successfully exploit this proven multi-channel property across these territories.”*

#### **Casimir Knight, Managing Director of Chelsea Digital Media, said:**

*“We are delighted that Galleon and IMG - both long-term media partners of the club - will be working together on SSS in these exciting territories.”*

**- 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 500 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.

### **ABOUT IMG ENTERTAINMENT**

IMG Entertainment, the entertainment production and distribution division of IMG Worldwide, is one of the world's largest independent producers of drama, comedy, unscripted, fashion, documentary and children's content. With offices in Los Angeles, New York and London, IMG Entertainment's production subsidiaries include the award-winning Darlow Smithson Productions, Tiger Aspect Productions and Tigress Productions. IMG Entertainment produces and distributes 5,000 hours of network, cable and syndicated programming annually, including "Make Me a Supermodel," "Secret Diary of a Call Girl," "Sordid Lives: The Series," "Bingo America," and "Vanity Lair."