

Date: 7 April 2009  
On behalf of: Galleon Holdings plc ('Galleon', 'the Company' or 'the Group')  
Embargoed until: 0700hrs

## **Galleon Holdings PLC**

### **▪ Broadcast agreement for Apollo's Pad in Canada**

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 an agreement with BiteTV ('BITE'), an interactive Canadian TV Channel, granting the rights to broadcast episodes of Apollo's Pad on the BITE channel.

Under the terms of this agreement, BITE will broadcast 90 x 2 minute episodes of Apollo's Pad on their channel during summer 2009. The contract covers the whole of Canada and is non-exclusive.

BITE, owned by GlassBox TV, is Canada's first interactive TV channel. The pioneering channel broadcasts youth orientated programming, including the very best in comedy, animation and music, delivering on-air interaction, online participation and wireless streaming. BITE was the 2007 Emmy winner for best interactive channel and is an old-style MTV meets short film programming format presented in unique broadcast viewing.

Apollo's Pad is a multiplatform entertainment property distributed online and aimed at the highly coveted yet elusive young male audience and offers online and mobile users a unique, broadcast-quality comedy entertainment show. The property features a series of webisodes set in the fictional Apollo's Pad nightclub and a cast of characters modelled after different music genres. The music catalogue is supplied by Sony BMG and EMI and users are able to download exclusive music and music videos. The online portal has recently been redeveloped by Dragonfruit Entertainment, a subsidiary of Galleon's US strategic partner, Dragonfruit Studios.

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

*"We are pleased to sign this innovative agreement with BITE TV to bring Apollo's Pad to the TV screen. The agreement is a testament to the Group's strategy of creating content that works on multiple platforms. BITE is a strong cross platform partner that will further broaden the Apollo's Pad following."*

#### **Jeffrey Elliott, Co-CEO of GlassBOX Television and President of BITE TV, added:**

*"We are looking forward to using Apollo's Pad to further supply our audience with something unique, new and edgy. We think this show is perfect for our audience and anticipate that it will be very popular on our channel."*

**- Ends -**

#### **Enquiries:**

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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.

**GlassBOX Television Inc.** ([www.glassbox.tv](http://www.glassbox.tv)) operates cross-platform broadcast and VOD channels that engage audiences across the globe with targeted, multiple content streams. GlassBOX's BITE TV ([www.bite.ca](http://www.bite.ca)) has led the way in defining a new generation of multi-platform interactive television services and is available on cable, satellite and IPTV. Bite's content is also available on numerous mobile carriers in addition to leading broadband services including Joost, YouTube, MySpace, Facebook and iTunes.