

Date: 6 October 2009
On behalf of: Galleon Holdings plc ('Galleon' or 'the Company')
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Galleon Holdings PLC

US rights licensed to strategic partner

Galleon Holdings plc (AIM: GON), the AIM listed entertainment media company focused on the emerging markets, announces that it has licensed two further entertainment properties to its US strategic partner, Dragonfruit Studios ("Dragonfruit"), an original content studio focused on multi-platform entertainment properties.

Dragonfruit has licensed the US exploitation rights for Galleon's interactive entertainment properties Sokator-442 and Super Fashion Star. Under the terms of the agreement, Dragonfruit will pay US\$1.25 million as an upfront fee, plus royalties on future earnings. Dragonfruit will have the right to generate revenues from sponsorship, advertising, merchandise and online exploitation in the US. Dragonfruit already holds the US rights for Galleon's Super Soccer Star and Apollo's Pad. Since Dragonfruit has become involved with the strategic direction and execution of Apollo's Pad, the property has successfully migrated from online to TV where it has been airing on Bite TV in Canada. It is Bite TV's highest rated online brand and has recently been commissioned for a new series of longer episodes.

Super Fashion Star is a new multi-platform entertainment property and an extension of the Super Soccer Star franchise. Like Super Soccer Star the property will reach its audience through online, TV, mobile and live events.

Sokator-442 is a football science fiction fantasy. It is currently an online multi-player intergalactic football management game that combines tactical thinking and dynamic graphics. The online game is the first part of a multi-platform strategy that incorporates a live action TV gameshow and animated movie. Both the animated movie and the TV gameshow will be available for airing in the US by TV broadcasters from June onwards to coincide with the World Cup.

Dragonfruit Studios was launched in January 2008 by Michael Koziol and Melissa Honabach, who previously founded interactive agency Ant Farm Interactive in 1999, which they sold to Nurun, a publicly traded (TSX) global interactive agency, in 2004. Nurun was subsequently acquired by Quebecor Media. The principals are widely recognised for their expertise in digital media and marketing, new and emerging media models, and advising leading global brands on the new media landscape. During their tenure at Ant Farm Interactive and Nurun, they advised a wide range of clients, including: AT&T, AutoTrader.com, Equifax, L'Oreal, Unilever, Evian, The Home Depot, Bombardier Recreational Products, Frontier Airlines, and many others.

Commenting on the partnership, CEO of Galleon Holdings, Stephen Green said:

"We are delighted to be extending our relationship with Dragonfruit. They are a good strategic fit for our brands, critically providing expertise in integrating brands and sponsors into entertainment and also giving access to US relationships and networks."

Commenting on the partnership, CEO of Dragonfruit Studios, Michael Koziol said:

"Super Fashion Star and Sokator-442 are valuable additions to our portfolio of brand-friendly multi-platform entertainment properties. Super Fashion Star and its high profile connections are a very new and unique spin on already successful fashion reality formats. And not only is Sokator-442 a cool and

fun sci-fi soccer fantasy for kids to enjoy, it is based upon a well-structured approach to active play for today's youth."

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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 multi-platform 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 targeted football talent show, produced in association with Chelsea Football Club. The show has aired successfully in China and Malaysia. Format rights have been sold for Eastern Europe, Scandinavia, Turkey, India, Middle East and Vietnam to partners including IMG and Media Star Global.
- Skunk Fu! - a comedy action animated TV show for kids aged 6-11 which airs in 100+ territories including Cartoon Network(US), the BBC(UK), Disney Latin America, Cartoon Network Asia and Super RTL(Germany).
- Apollo's Pad – a multiplatform young adult sitcom that airs on Bite TV in Canada and includes a content rich online offering.
- Sokator-442 - a multi-player intergalactic football (soccer) management game that combines tactical thinking with fantasy/sci-fi gameplay.

ABOUT DRAGONFRUIT STUDIOS

Dragonfruit Studios is an Atlanta-based original content studio focused on creating, developing, and producing multi-platform entertainment properties. With media convergence and other factors irreversibly changing the entertainment industry, the principals formed Dragonfruit Studios as a company focused on new approaches to

content creation and a new view towards distribution and revenue models. The founders' experience with new marketing and media models, their perspective on the current and emerging media landscape, and their understanding of the needs and expectations of new consumers positions Dragonfruit Studios well to create and deliver content to today's active, engaged, and in-control audiences. www.dragonfruitstudios.com