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On behalf of: Galleon Holdings plc (“Galleon”, “the Company” or “the Group”)
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Galleon Holdings PLC

▪ Yunbo launches Chinese lottery mobile application

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 its China based Mobile Service Provider, Yunbo, has launched a mobile phone application to enable lottery players in China to instantly verify whether they have a winning ticket.

Yunbo, the tenth largest mobile service provider in China, has already secured deals with lotteries in the provinces and regions of Hunan, Hebei, Shanghai, Jianxi and Heilongjiang, which collectively represent about 15% of the China Lottery market. Yunbo is in active negotiations to roll out this business into other regions.

There are two types of lottery played in China, the Welfare Lottery and the Sports Lottery, both of which offer a number of different games, some played on a daily basis and others weekly. Each lottery ticket costs RMB 2. The fee for subscribing to Yunbo’s service is RMB 6 per month. In addition to checking lottery numbers, customers will also have access to an awards query service and a lottery number recommendation service, which allows players to access information about number frequency and statistical information.

Sales of lottery tickets in China have doubled in the last year growing from RMB 101.7bn in 2007 to an estimated RMB 200bn (US\$25bn) in 2008. Current predictions are that China’s lottery market will become the world’s second largest lottery market after the US, growing by a CAGR of 31% to US\$34.5bn, by 2010. Despite this, penetration of the lottery in China is still among the lowest in the world, providing significant opportunities for its continued growth.

Commenting on the potential of Yunbo’s new mobile application, Galleon’s Chief Executive, Stephen Green, said:

“Lotteries are fulfilling a major entertainment role in China. The profile of China’s mobile phone owners and that of lottery players is a perfect match, and our mobile application brings this huge and dynamic entertainment medium straight to the consumers mobile. We are looking to roll out this service with other provincial lotteries across China.”

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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.