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

Launch Super Soccer Star in India with ESPN STAR Sports

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 licensee for India, Media Star Global ("MSG"), has agreed terms to produce and air the first series of Super Soccer Star for the Indian sub continent with ESPN STAR Sports ("ESS"), Asia's biggest sports content provider.

Under the terms of the agreement ESS will broadcast the show on Saturday and Sunday during the five weekends of the 2010 FIFA World Cup. 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.

Twenty contestants will be chosen after trials and live events across the country. They will enter an academy where, over a period of weeks, four finalists will be shortlisted. These finalists then come to London and are evaluated by Chelsea FC. The winner is titled the Super Soccer Star in India and wins the opportunity to train at Chelsea's academy in Cobham.

ESS is the official broadcast partner of the 2010 FIFA World Cup South Africa in India and has been showcasing the Barclays Premier League for more than a decade elevating the sports' popularity across the Indian subcontinent. The 2006 FIFA World Cup was watched by over 50 million people in India through ESS' broadcast, which was a 44% increase over the 2002 FIFA World Cup.

MSG is an entertainment company that develops, produces and manages entertainment properties in emerging markets. As with previous successful series of Super Soccer Star in China and Malaysia, online recruitment and TV promotion will be undertaken in the build up to the show. The show generates revenues from mobile and online transactions, sponsorship, advertising and branded merchandise. The Super Soccer Star format has been sold to many territories including Scandinavia, Eastern Europe, North Africa, the Middle East and Vietnam.

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

"Super Soccer Star is a global entertainment brand and we are very proud to be working with ESPN STAR Sports and Media Star Global to discover young talent in a market the size of India."

RC Venkatesh, MD of ESPN Software India Pvt Ltd, added:

"We are delighted to partner Galleon Holdings PLC and Media Star Global for this exciting new football offering. As the leading sports broadcaster, it is our endeavour to work towards enhancing fans' experience of their favourite sports in multiple ways. Today, we broadcast more than 230 Barclays Premier League matches live every season and showcase more than 1500

hours of original programming around football in India to supplement our live football content and expand fans' interaction with their favorite sport beyond the live games.

"We believe that Super Soccer Star will further extend our comprehensive football offering to our viewers and help uncover the budding football talent in India. It will certainly provide an ideal opportunity for young enthusiasts of the sport to showcase their skills on a world famous platform."

Wasim Haq, CEO of Media Star Global, added:

"We believe that the combination of Galleon's property with ESPN's regional capabilities is a winning combination in India."

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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.
- Super Fashion Stars – a multiplatform entertainment property that includes a reality TV show aimed at 16-45 year olds with 60 contestants working together as a designer, stylist and model. Each team is slowly eliminated over the series for the prize of competing at Fashion Fringe at Covent Garden which is a premier event during London Fashion Week.
- 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 ESPN STAR SPORTS

ESPN STAR Sports is a 50:50 joint venture between two of the world's leading cable and satellite broadcasters. As Asia's definitive and complete sports broadcaster and content provider, ESPN STAR Sports combines the strengths and resources of its ultimate parent companies – Walt Disney (ESPN, Inc.) and News Corporation Limited (STAR) – to deliver a diverse array of international and regional sports to viewers via its encrypted pay-TV services.

ESPN STAR Sports showcases an unparalleled variety of premier live sports from around the globe 24 hours a day to a cumulative reach of over 300 million viewers in Asia. ESPN STAR Sports has 18 networks covering 24 countries, each localised to deliver differentiated world-class premier sports programming to Asian viewers. This includes ESPN SEA, ESPN China, ESPN Hong Kong, ESPN India, ESPN Malaysia, ESPN Philippines, ESPN SEA 2, ESPN Taiwan, MBC-ESPN (Korea), STAR Sports Asia, STAR Sports Hong Kong, STAR Sports India, STAR Sports Malaysia, STAR Sports SEA, STAR Sports SEA 2, STAR Sports Taiwan, STAR Cricket and ESPNEWS.

On the ground, the ESPN STAR Sports Event Management Group manages and promotes premier sporting events around Asia. ESPN STAR Sports aims to reach consumers at any time, any place and through all new media platforms, both internet and mobile. The multi-lingual, online platforms, espnstar.com, espnstar.com.cn and espnstar.com.tw interact with millions of users providing them with in-depth sports news, results and competitions. Developed for the sports fan that is constantly on the move, mobileESPN enables the serious sports fan to follow their favourite sports more closely than ever before with a combination of specially produced video news clips, in-depth news coverage and analysis.

ABOUT MEDIA STAR GLOBAL

Media Star Global is a Sports Entertainment company specialising in the promotion and marketing of Football in Emerging Soccer Markets ("ESMs"). Already representing a number of European Clubs in

India, MSG prides itself in having the skills and experience to partner football clubs attempting to strengthen their presence within ESMs.

MSG specialises in advising soccer clubs on: monetising an existing fan base in ESMs; identifying and creating new commercial partnerships; initiating and maintaining CSR projects; launching & managing the production and distribution of sports based entertainment and steering dialogue with in-country national and local sports bodies.