



- **Super Soccer Star rolls into India with ESPN STAR Sports**
- **Looking for NEW PARTNERS in Japan and Korea to expand geographic footprint of SSS**

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Galleon Holdings plc ('Galleon', 'the Company' or 'the Group')

Galleon Entertainment, the entertainment media company focused on emerging markets, is pleased to announce that its licensee for India, Media Star Global ("MSG"), has begun production of the first series of Super Soccer Star for the Indian sub continent with ESPN STAR Sports ("ESS"), Asia's biggest sports content provider.

Produced in association with Chelsea FC

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 India. They will enter an academy where, over a period of weeks, four finalists will be shortlisted. These finalists then come to London and are put through their paces by Chelsea FC. The winner is titled India's Super Soccer Star and wins the opportunity to train at Chelsea's world renowned academy in Cobham.



The Super Soccer Star format has been sold to many territories including Scandinavia, Eastern Europe, North Africa, the Middle East and Vietnam with partners including IMG and Strata Sports. The show generates revenues from mobile and online transactions, sponsorship, advertising and branded merchandise.

NEW PARTNERS



Galleon is currently looking to extend its geographic footprint of SSS in Japan and Korea through new partners as the Company feels that these new territories hold huge potential for the property.

ESPN

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.

Len Dunne, Managing Director of Galleon Holdings, said:

"The show continues to build and we are excited to be airing during the World Cup in India on ESPN Star Sports."

- 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 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.