



Super Fashion Stars enters online games category on back of strong reaction to TV format

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Galleon Entertainment is taking Super Fashion Stars to MIPTV and announces new initiative in online games category.

The TV Show

The Super Fashion Stars format revolves around a reality TV show that aims to find the best young fashion talent. Following national auditions, the show will take 60 contestants (20 designers, 20 stylists and 20 models) and put them through their paces with a range of challenges over an eight week period, during which time they will all live together.

The contestants participate in challenges and through an elimination process the final three teams emerge (each consisting of a designer, stylist and model). These finalists will have the opportunity to gain international exposure at the prestigious Fashion Fringe event in Covent Garden, held every September during London Fashion Week and chaired by John Galliano, the Creative Director for Christian Dior.

The TV show, aimed at 16-45 year olds, consists of 13 episodes.

www.SuperFashionStars.com

The show has now added its online element and will be complemented by mobile and live events. This will be rolled out to international markets over the rest of the year.

Superfashionstars.com, aimed at teen and young adult females, is a virtual online game and community that is free to play or join.

Players look after their very own Fashion Star as she goes through life. To progress they have to get their Fashion Star a hot place to live, a cool job and fantastic friends. They have to style their own Fashion Star and show her off to the rest of the world, and compete with other players to see who's Star is the best dressed and most popular!



Commenting on the games launch, Mahesh Ramachandra, Global Director of Entertainment at Galleon Holdings, said:

"There is tremendous interest in the fashion industry, which we believe will translate into huge audiences for the Super Fashion Stars property. With the introduction of this game we are helping to build the property and increase its popularity before it is aired on TV."

- Ends -

Enquiries:

Galleon Holdings plc

Len Dunne, Managing Director (Please contact at MIPTV)



www.galleonplc.com

Tel: 07958 745432

Redleaf Communications

Rebecca Sanders-Hewett / Mike Ward / Lucy Salaman

Galleon@redleafpr.com

Tel: 020 7566 6700

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 IMG ENTERTAINMENT

IMG Entertainment is the key sponsor of Super Fashion Stars. As a major driving force behind the global fashion industry it is ideally positioned to provide a platform to introduce new fashion talent from emerging markets to an international audience. It is the world's largest producer of fashion events and one of the top modelling agencies with supermodels like Kate Moss, Heidi Klum and Gisele Bündchen on their books.



ABOUT FASHION FRINGE

In 2004, IMG Entertainment and Colin McDowell MBE formed Fashion Fringe, the world's premier organisation for the discovery and nurturing of young cutting edge fashion talent. Colin, a fashion historian and senior fashion writer for the Sunday Times Style Magazine, felt that in order to help British fashion regain its place as a powerhouse of cutting edge originality, young talent needed to be targeted to make a dynamic fringe event to coincide with London Fashion Week. The Fashion Fringe at Covent Garden event has achieved great support and acclaim, and creates an exclusive opportunity for aspiring designers to make an impression on the global stage.





The Fashion Fringe at Covent Garden's International Advisory Committee is now being chaired by John Galiano following Donatella Versace who stepped down last month. The committee consists of renowned designers, buyers, senior press and fashion academics, who are highly respected in their fields and generously provide the benefit of their experience, advice and opinions to help aspiring British designers to take their first steps up the ladder to a successful career in fashion. These include Anna Wintour (US Vogue), Dolce & Gabbana, Marc Jacobs, Miuccia Prada, Stuart Rose (M&S) and Tom Ford.

ABOUT THE ONLINE GAMING MARKET

Male/Female Gamer Ratio is 60/40; Average Age is 35 (<http://tinyurl.com/ygjz5sg>)

Other findings:

- 65% of households play videogames
 - 38% of households own a console
 - Women over 18 make up a larger percentage of gamers than boys under 17 (33% to 18%)
- (http://www.theesa.com/facts/pdfs/ESA_EF_2008.pdf)

Research created by KZero, a virtual worlds consulting company highlights the incredible take-up and penetration of virtual worlds, particularly in the youth space. There are now many different virtual worlds for users to choose from - but it's important to remember that not all worlds offer genuinely engaging and educational experience for the audience. The graph below shows the total number of registered accounts created in the virtual worlds sector as of quarter two, 2009.