



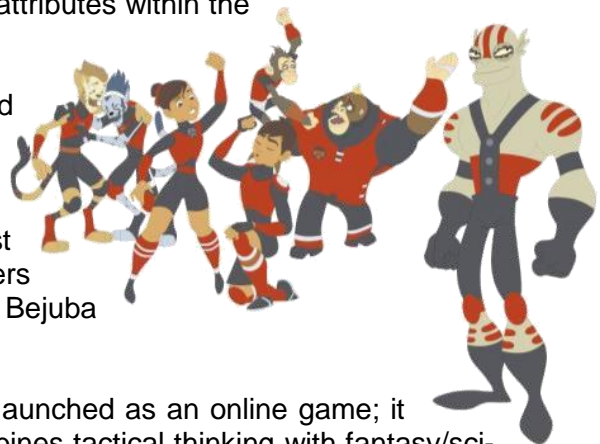
Galleon takes Sokator-442 TV Game Show to MIPTV

April 2010

Following the positive reaction to the online game and the animated special, Galleon Entertainment is launching a TV game show for the Sokator-442 property.

Sokator-442 is a Multiplatform Entertainment Property based on a science fiction intergalactic soccer team that parallels the best attributes within the real game.

The animated movie brings to life the world and the characters from Sokator. It is a coproduction with leading Asian movie distributor Polybona who will be distributing the movie in cinemas across China and South East Asia. The movie will be sold to TV broadcasters throughout the rest of the world through Bejuba Entertainment.



The online game - Sokator-442 was originally launched as an online game; it is a multi-player, browser-based game that combines tactical thinking with fantasy/sci-fi gameplay in the world of soccer management. Unlike other browser-based games that are heavily text-based, Sokator-442 uses rich dynamic graphics that illustrate the alien football matches in an anime comic-strip style.

The online game has already been launched and is distributed through an online games portal operator Spil Games outside of China. This version has seen over 500,000 virtual matches played already. It will be launched in China in the spring of 2010 with leading browser based games operator Game 5.

The TV game show combines live action and animation. Sokator-442 Challenge! takes the biggest game on earth to the next level with the chance for two teams to battle it out each week to become Sokator champions!

Sokator-442 Challenge! takes all the elements of football but gives them a unique sci-fi twist, with seven different playing environments and out-of-this-world rules. The live action will be inter-cut at key moments with animation from the Sokator movie and games.

It's soccer, but not as we know it...

Len Dunne, Managing Director of Galleon Holdings, said:

"Following the success of the Sokator-442 online game and the reaction to the animated movie, Galleon is looking forward to launching the TV game show, to be previewed at MIPTV."



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Notes to Editors:

ABOUT THE ONLINE GAMING MARKET

In 2008 a report by PriceWaterhouse Coopers projected that the gaming industry would grow at a compound annual growth rate of 10.3% through to 2012, ahead of most other entertainment sectors. Global industry sales as a whole are forecast to rise from \$41.9bn in 2007 to \$68.4bn in 2012, of this total online gaming will jump from \$6.6bn to \$14.4bn.

In a separate report on the Chinese online gaming market by Research & Markets, it was confirmed that China's 46 million gamers spent \$1.7 billion on online games in 2007, up 71%

from 2006. Advanced casual and casual online games made up 21% of the total, and new flashbased casual versions of popular Massively Multiplayer Online (MMO) and Real-time Strategy (RTS) games demonstrated the gamers' appetite to play casual games along with subscription MMOs. Online revenue in the Chinese market is forecast to reach \$6 billion by 2012.

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.