



San Francisco 49ers, JinkoSolar Partner for 2011-2012 Season

September 16, 2011

SAN FRANCISCO, Sep 16, 2011 (BUSINESS WIRE) --

The [San Francisco 49ers](#) of the National Football League (NFL) today announced its sponsorship agreement with [JinkoSolar](#) Holding Co., Ltd. (NYSE:JKS), a fast-growing, vertically-integrated solar power product manufacturer. JinkoSolar will serve as the team's exclusive solar sponsor for the 2011-2012 NFL season.

Under the terms of the agreement, JinkoSolar will display its signage in a variety of locations within the team's stadium, [Candlestick Park](#), including the scoreboard, LED message boards and a prominent ribbon panel. JinkoSolar will also have exclusive branding rights to Gate F in Candlestick Park, which will be known as "JinkoSolar Gate" for the duration of the season.

Additional branding opportunities are included for radio and online outlets, with JinkoSolar entitlements during halftime radio broadcasts and commercials, as well as on the team's website and official [Facebook page](#).

"Our agreement with JinkoSolar is a reflection of the San Francisco 49ers' dedication to promoting environmentally friendly practices within our facilities and throughout the greater community," said Paraag Marathe, Chief Operating Officer for the 49ers. "As we look to the future with a new stadium, we plan to incorporate significant green building and design elements, including energy and water conservation measures in addition to the use of clean solar power. As such, we are proud to count such a respected provider of solar energy technologies among our valued network of sponsors."

"JinkoSolar is dedicated to building strong relationships in the United States through partnerships with customers and distributors - and now, with one of the country's most esteemed sports teams," said Arturo Herrero, Chief Marketing Officer for JinkoSolar. "We are honored to align ourselves with an organization that shares both our commitment to sustainability and our high-performance ideology, and we look forward to a successful season all around."

About the San Francisco 49ers

The San Francisco 49ers, owned by Denise and John York, currently play in the NFC West division and won each Super Bowl contest it entered, earning five Super Bowl trophies including Super Bowl XVI, XIX, XXIII, XXIV and XXIX. The franchise also has five conference championships and 17 divisional championships and was the first major league professional sports franchise to be based in San Francisco over 60 years ago.

About JinkoSolar

JinkoSolar Holding Co., Ltd. (NYSE: JKS) is a fast-growing, vertically-integrated solar power product manufacturer with low-cost operations based in Jiangxi and Zhejiang Provinces in China and sales and marketing offices in Shanghai (China), Munich (Germany), San Francisco (U.S.) and Bologna (Italy). JinkoSolar has built a vertically integrated solar product value chain with an annual capacity of 900 MW each for silicon wafers, solar cells and solar modules as of March 31, 2011 and plans to expand its annual capacity to 1.5GW each by the end of 2011. JinkoSolar distributes its photovoltaic products to a diversified customer base in the global PV market, including Italy, Germany, Belgium, Spain, the United States, France and other countries and regions.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6865600&lang=en>



SOURCE: JinkoSolar Holding Co., Ltd.

San Francisco 49ers
Steve Weakland, +1-408-562-4932
Steve.weakland@niners.nfl.net

or

Antenna Group for JinkoSolar
Mariel Firmacion, +1-415-977-1914
mariel@antennagroup.com