



Building Your Trust in Solar

JinkoSolar Launches Advertising Campaigns for the German National Football (DFB) Team's International Games

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[JinkoSolar](#) Holding Co. Ltd. ("the Company" or "JinkoSolar") (NYSE: JKS), a fast-growing, vertically integrated solar power product manufacturer, today announced that the company is set to launch advertising campaigns for the [German National Football Team](#). Football is the number one sport in Germany with millions of fans following the games at the stadium and on television. The collaboration was facilitated by [Infront Sports & Media](#), the leading international sports marketing company and marketing partner of the DFB (Deutscher Fussball-Bund). JinkoSolar campaigns made its first appearance at the qualification match for the UEFA EURO 2012(TM) against Belgium in Dusseldorf on October 11, 2011.

(Photo: <http://photos.prnewswire.com/prnh/20111019/CN89309>)

Under the terms of the three-year sponsorship agreement, JinkoSolar has banner advertising rights for all home and several away games of the German National Football Team. Additional marketing opportunities include presence on the stadium scoreboard and brand exposure in the quarterly publication DFB-Journal as well as the stadium magazine DFB-Aktuell.

"We are very pleased to be an advertising partner of the German National Football Team for its outstanding reputation in the league and dedication to the game, which holds striking similarities to JinkoSolar's commitment to producing high quality green products that meet international quality and environmental standards," said Arturo Herrero, Chief Marketing Officer of JinkoSolar. "We are proud of the fact that we select our partners in a diligent fashion, only aligning ourselves with organizations that adhere to the same values we do. Our advertising partnership with the German National Football Team serves our overall purpose of continuing to promote the widespread adoption of solar energy in Germany and across Europe."

"The partnership with JinkoSolar is another successful example of our continuous attempts to connect brands with new markets, whilst demonstrating at the same time the positive appearance and international appeal of the DFB Team. JinkoSolar is the first Chinese-based brand to activate a marketing initiative with German football on a national team level and will highly benefit from the wide reach of the respective games in Germany and abroad. On the other hand, German football is gaining an advertising partner of outstanding international recognition," stated Stephan Herth, Executive Director Summer Sports of Infront.

About JinkoSolar www.jinkosolar.com

JinkoSolar Holding Co., Ltd. (NYSE: JKS) is a fast-growing, vertically integrated solar power product manufacturer with production operations based in Jiangxi Province and Zhejiang Province in China and sales and marketing offices in Shanghai, China, Munich, Germany, Montpellier, France, Zug, Switzerland, San Francisco, U.S. and Bologna, Italy. JinkoSolar has built a vertically integrated solar product value chain with an integrated annual capacity of 1.1 GW each for silicon ingots, wafers, solar cells and solar modules as of June 30, 2011, and plans to expand its annual capacity to 1.5GW each for silicon wafers, solar cells and solar modules by 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.

About Infront Sports & Media www.infrontsports.com

Infront Sports & Media, based in Zug, Switzerland, has grown impressively in recent years to become one of the leading international sports marketing groups in the world. Known for its high standards of delivery, the company covers all aspects of a successful sport event - including distribution of media rights, sponsorship, media production and event operations. As a key player in winter sport, football and other summer sports, Infront enjoys long-lasting partnerships with 120 rights-holders and hundreds of sponsors and media companies. With an experienced and passionate team of 500 staff in over 20 offices across 10 countries, the Group helps to annually deliver more than 2,300 event days of top class sport around the world.

Safe Harbor Statement

This press release may contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "anticipates," "future," "intends," "plans," "believes," "estimates" and similar statements. Such statements involve inherent risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements. Further information regarding these and other risks is included in JinkoSolar's public filings with the Securities and Exchange Commission, including its annual report on 20-F for the fiscal year ended December 31, 2010 filed with the Securities and Exchange Commission on April 25, 2011, as amended on May 10, 2011 and September 2, 2011. All information provided in this press release is as of October 19, 2011. Except as required by law, JinkoSolar undertakes no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events.

SOURCE JinkoSolar Holding Co., Ltd.