



Building Your Trust in Solar

## JinkoSolar to Launch Exclusive Partner Program for Strategic Customers

August 15, 2012

SHANGHAI, Aug. 15, 2012 /PRNewswire-Asia/ -- JinkoSolar Holding Co., Ltd. ("JinkoSolar" or the "Company") (NYSE: JKS), a leading global solar power product manufacturer, today announced that it will launch JinkoSolar Priority Solar Club (the "Solar Club"), an exclusive partner program for its strategic customers in early August. To become privileged members of the program, qualified partners can register free of charge at <http://partner.jinkosolar.com>.

With different levels of memberships, the Solar Club offers a number of benefits, including the latest Company updates, creative marketing support, professional product training, prioritized technical service and Jinko-branded promotional materials and sales tools. Members will earn points automatically with every qualifying purchase from JinkoSolar.

"We created the JinkoSolar Priority Solar Club to further deepen our relationship with customers," said Arturo Herrero, Chief Marketing Officer of JinkoSolar. "We believe that the major players in the lower chain of the solar industry are looking for cost-effective, integrated, real-time marketing and communication solutions from solar manufacturers to further drive distribution and satisfy their own customers. This Solar Club demonstrates our reliability as a partner and, as our slogan goes, shows our unwavering commitment to 'building your trust in solar'. This program will surely benefit our long-term partnerships by rewarding our customers for their loyalty to our high quality brand."

"Strong partnerships are essential to JinkoSolar's success," said Xiande Li, Chairman of the board of Directors of JinkoSolar. "The success and profitability of our partners is critical to our business as we grow together. The aim of this program is to help our partners rise above the competition by providing strong marketing support to secure and retain their customers. I hope and believe the launch of this program will mark a milestone in our business as we continue to diversify our geographic presence across the globe."

### About JinkoSolar

JinkoSolar Holding Co., Ltd. (NYSE: JKS) is a leading solar power product manufacturer with production operations in Jiangxi and Zhejiang Provinces in China and sales and marketing offices in Shanghai, China; Singapore; Munich, Germany; San Francisco, U.S.; Queensland, Australia; Ontario, Canada; Bologna, Italy; Montpellier, France and Zug, Switzerland.

JinkoSolar has built a vertically integrated solar product value chain with an integrated annual capacity of approximately 1.2GW each for silicon ingots, wafers, solar cells and solar modules as of March 31, 2012. JinkoSolar distributes its photovoltaic products to a diversified customer base in the global PV market, including Italy, Germany, Belgium, Spain, the United States, France, Eastern Europe, China and other countries and regions.

### Safe Harbor Statement

This news 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 "anticipates," "believes," "estimates," "expects," "future," "intends," "plans," "will," 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 Form 20-F for the year ended December 31, 2011 filed with the Securities and Exchange Commission on April 18, 2012, as amended on April 19, 2012. All information provided in this news release is as of August 15, 2012. 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.

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