



Jimmy Sanders, Inc. Announces Strategic Partnership to Develop National Agricultural Distribution Network

Cleveland, MS. September 11, 2012 – Jimmy Sanders, Inc. (“Jimmy Sanders” or the “Company”) today announced that it has formed a strategic partnership with Pinnacle Agriculture Holdings, LLC (“Pinnacle”) and affiliates of Apollo Global Management, LLC (NYSE: APO) (collectively with its subsidiaries “Apollo”), a leading global alternative investment manager, to pursue the development of a national agricultural input distribution network.

Mike Sanders, Chairman of Jimmy Sanders, Inc., stated, “We are excited about the ongoing growth potential for Jimmy Sanders and we plan to continue our successful strategy of opportunistically acquiring and developing strategic agricultural distribution assets. My family and I are enthusiastic about this partnership and the ability to further enhance the Company’s distribution network while maintaining the culture and grower focused approach the Jimmy Sanders brand has come to represent over the past six decades.”

Barry Knight, Executive Vice President of Jimmy Sanders, Inc., commented, “We are fortunate to have such a long-tenured, cohesive management team at Jimmy Sanders and are confident in our ability to create value for our investors by executing a broad range of business development opportunities. We will remain anchored in the Company’s core values and long-standing position as a valued partner to growers, prioritizing solid agronomy in order to face the challenges of feeding the world’s growing population.”

Jordan Zaken, a Senior Partner at Apollo Management, said, “We are thrilled to partner with the Jimmy Sanders organization and to work with a world-class team of executives who share our view towards the domestic agricultural landscape. In partnership with the leadership team at Jimmy Sanders and the team of seasoned industry executives at Pinnacle, we will continue to pursue our strategy of developing a national footprint within the agricultural distribution industry.”

About Jimmy Sanders, Inc.

Jimmy Sanders, Inc., established in 1953, is one of the largest agricultural input supply and distribution businesses in the Mid-South. The Company currently services growers across Mississippi, Arkansas, Louisiana, Tennessee, Alabama, Georgia, Kentucky and Texas. Jimmy Sanders is multifaceted in its operations, which include seed production

and sales, agricultural chemical distribution, bulk handling of fertilizer and precision agriculture services.

About Apollo Global Management

Apollo Global Management is a leading global alternative investment manager with offices in New York, Los Angeles, Houston, London, Frankfurt, Luxembourg, Singapore, Hong Kong and Mumbai. As of June 30, 2012, Apollo Global Management had assets under management of approximately \$105 billion in its private equity, credit-oriented capital markets and real estate funds invested across a core group of nine industries, including commodities, where Apollo has considerable knowledge and resources. For more information about Apollo, please visit www.agm.com.

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