

STANDARD COMMERCIAL CORP  
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Subject Company: Standard Commercial Corporation  
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[THE FOLLOWING IS A MEMORANDUM EMAILED TO EMPLOYEES OF DIMON INCORPORATED

ON MARCH 1, 2005]

**DIMON Incorporated** Tel: 434 792 7511

512 Bridge Street

Post Office Box 681

Danville, VA 24543-0681

USA

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**Memorandum**

**Date** March 1, 2005  
**To** All Employees Worldwide  
**From** Brian J. Harker  
**Subject** **New Company Name & Logo**

The coming together of DIMON and Standard allows us to build upon each company's tangible strengths and resources, as well as shape the intangible perceptions of who we are and how we are perceived in the market (our brand). Our company name and our logo will clearly be important symbols of those strengths and what we wish to represent. Polls of employees from both companies favored creating a new profile for the new company, with a new culture that both employee groups could migrate into.

We have chosen **Alliance One International** as the name for the new company. The name was chosen following a thorough review of a lengthy list of possible names provided by the advertising agencies of each company. The name Alliance One corresponded best with the strategic goals of the new company. Alliance One also proved to be the strongest name when tested against other names, including DimonStandard, among employees of both companies.

Alliance describes a company that is professional, financially stable, responsive, innovative and future focused. These are perceptions that will impact our present and future customer base. By adding One to the name, we convey these strengths as unified within one organization.

The logo design of Alliance One follows a similar strategic path and builds on our combined strengths. The A clearly refers to the alliance of the two companies. Indirectly, it says we have the best of both companies and are even better positioned to meet the needs of our customers. The arc through the A is reminiscent of a globe and is purposely open-ended to depict the limitless horizons of the future. The

arc through the A is balanced over the words Alliance One to signify the partnership we have with our customers. Lastly, the colors were selected based on their ability to reinforce the message and make our branding activities distinctive.

The name Alliance One and its graphic representation are intended to symbolize the customer-focused culture we will create when we merge two great competitors to form one great alliance. The creation of our new name and logo is a first step in shaping our new company's brand. We are excited about our future and all the possibility it holds, and hope you are, too.

In connection with the proposed merger of DIMON and Standard Commercial Corporation, the parties have filed a joint proxy statement/prospectus and other relevant documents concerning the merger with the U.S. Securities and Exchange Commission. **SHAREHOLDERS ARE URGED TO READ THE PROXY STATEMENT/PROSPECTUS REGARDING THE PROPOSED TRANSACTION AND OTHER RELEVANT DOCUMENTS FILED WITH THE SEC BECAUSE THEY CONTAIN IMPORTANT INFORMATION.** Interested parties may obtain a free copy of the proxy statement/prospectus, as well as other filings containing information about DIMON and Standard Commercial without charge at the SEC's Internet site (<http://www.sec.gov>). Copies of the proxy statement/prospectus and the filings with the SEC that are incorporated by reference in the proxy statement/prospectus can also be obtained, without charge, by directing a request to DIMON Incorporated, 512 Bridge Street, Post Office Box 681, Danville, Virginia 23543-0681, Attention: Investor Relations, (434) 792 7511. The respective directors and executive officers of DIMON and Standard Commercial and other persons may be deemed to be participants in the solicitation of proxies in respect of the proposed merger. Information regarding DIMON's directors and executive officers is available in its proxy statement filed with the SEC on July 13, 2004. Other information regarding the participants in the proxy solicitation and a description of their direct and indirect interests, by security holdings or otherwise, will be contained the proxy statement/prospectus and other relevant materials to be filed with the SEC.