



**NEWS RELEASE**  
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## **Snap-on Tools Receives Outstanding Performance Award for Support of the National Defense**

**Kenosha, WI (March 31, 2012)** –Snap-on Tools demonstrates “outstanding service and continuing support for the national defense” according to The Office of the Secretary of Defense, Reserve Affairs. To honor its work with veterans, the Reserve presented Snap-on an Outstanding Performance Award at the recent International Franchise Association (IFA) Convention in Orlando.

The Reserve awards are part of the IFA’s “Operation Enduring Opportunity” campaign to hire as team members and recruit as business owners 75,000 veterans and 5,000 wounded warriors by 2014. As one of two franchises receiving the recognition, Snap-on is called a “leader in enabling veterans to become franchise business owners.” Snap-on has brought on 25 veterans as franchise business owners since the launch of Operation Enduring Opportunity in November 2011.

“This award is meaningful to Snap-on because it’s important to us to provide a valuable franchise business ownership opportunity to those who serve our country. Owning their own business is often an optimal transition for veterans when they return to civilian life, and we’re here to serve them in making that transition,” says, Snap-on president of sales and franchising, Barrie Young.

Snap-on has demonstrated its commitment to veterans through its participation in Operation Enduring Opportunity, VetFran, hiring of a dedicated military programs director and offering a website that speaks specifically to military transition needs. For more information, visit [BelInBusinessWithTheBest.com](http://BelInBusinessWithTheBest.com).

### **About Snap-on Tools**

Snap-on Tools is a subsidiary of Snap-on Incorporated, a leading global innovator, manufacturer and marketer of tools, diagnostics and equipment solutions for professional users. Product lines include hand and power tools, tool storage, diagnostics software, information and management systems, shop equipment and other solutions which are used by technicians and professionals at vehicle dealerships and repair centers and in the marine, power sports and aviation industries. Snap-on Tools is one of the largest non-food franchise companies in the world, selling its products and services through franchisee, company-direct, distributor and Internet channels. Snap-on Incorporated, which was founded in 1920, is a \$2.9 billion, S&P 500 company located in Kenosha, Wis. with operations throughout the world. For additional information, visit [www.snapon.com](http://www.snapon.com).