



NEWS RELEASE

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Snap-on Masters of Metal Tour Heads to La Crosse Area

KENOSHA, Wis. – July 11, 2012 – With customized semi-trailers full of the latest and greatest Snap-on® tools and equipment, the Snap-on Masters of Metal Tour is on the road and heading to a city near you. This interactive tour celebrates automotive service technicians as the “masters of their trade” and will provide these “masters” a hands-on experience with the newest and most exciting products Snap-on has to offer. The Masters of Metal Tour is open to the public and is heading to La Crosse with a stop scheduled for Tuesday, July 17 from 11:00 a.m. to 8:00 p.m. at Keyes Chevrolet Dealership, 303 Oak Avenue, Menomonie, Wis.

“The Snap-on Masters of Metal Tour is the perfect chance to see firsthand the latest innovations and hottest tool offerings from Snap-on,” said Yvette Morrison, vice president of marketing, Snap-on Tools Group. “Our custom mobile marketing units are full of the newest Snap-on diagnostic and tool storage solutions, as well as power tools and hand tools that our customers can see and try for themselves.”

The Snap-on Masters of Metal Tour features state-of-the-art touch screen technology that will let Snap-on customers interact with engineering and design of the product. This will allow visitors to see firsthand how Snap-on tools are designed and manufactured. There will also be multiple displays that provide hands-on activities to see how various Snap-on tools work. This event provides individuals with the opportunity to connect with Snap-on representatives and learn about the tools and equipment that can help improve their productivity and efficiency.

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.

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