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## **Snap-on Customers and Franchisees Enjoy a “Day at the Races”**

*Tool Show, Driver Appearances Also Part of NHRA Weekend Festivities*

**KENOSHA, Wis. – June 9, 2009** – The NHRA Nationals held June 4-7 at the Route 66 Raceway in Joliet, Ill. were once again the venue for Snap-on’s “Day at the Races”, a hospitality and business-building event for over 1,500 Snap-on customers and 80 Snap-on franchisees.

“The NHRA Nationals at the Route 66 Raceway in Joliet is an annual tradition that our Chicago-area franchisees and customers look forward to and this year was no exception,” said Alicia Smales, vice president of marketing for Snap-on Tools. “It is a great venue for our franchisees to entertain their customers and also affords Snap-on the opportunity to showcase some of our larger-sized products that we can’t normally fit onto one of our vans. Our ‘Day at the Races’ event is also a wonderful way to thank our customers for their loyalty and support and give them an interactive look at what is new and exciting at Snap-on.”

As part of the Snap-on “Day at the Races” activities, a large tool show was conducted featuring new Snap-on products like the state-of-the-art tool storage unit, EPIQ™, as well as demonstrations using Snap-on’s latest diagnostic tool, VERUS™. Two Snap-on vans were also located in the Route 66 midway selling Snap-on products. Snap-on sponsored NHRA dragsters Dave Connolly, Jeg Coughlin, Steve Johnson, and Cruz and Tony Pedregon also stopped by to sign autographs and take pictures with Snap-on customers and franchisees.

“Since every ticket to the race was also a pit pass, our customers got an up-close look at Snap-on tools in action in some of the most extreme conditions imaginable,” continued Smales. “And the day was topped off with victories by Jeg and Tony Pedregon so it was a great weekend for everyone involved.”

To learn more about Snap-on tools and the Snap-on racing program, visit [www.snapon.com/racing](http://www.snapon.com/racing).

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

Snap-on Tools Company, LLC is 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, powersports and aviation industries. Snap-on is one of the largest non-food franchise companies in the world, selling its products through more than 4,000 franchisees worldwide and through company-direct sales and over the Internet. Snap-on Tools is a subsidiary of Snap-on Incorporated, which was founded in 1920 and is a \$2.9 billion, S&P 500 company headquartered in Kenosha, Wis. For additional information on Snap-on, visit [www.snapon.com](http://www.snapon.com).

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