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## Snap-on Becomes Sponsor of NHRA

**KENOSHA, Wis. – June 22, 2009** – Snap-on, the premier-tool company in the world, will become a sponsor of the National Hot Rod Association (NHRA), the premier drag racing series in the United States.

“Our customers have really enjoyed and benefitted from the great relationship we have with our Snap-on NHRA drivers so it is just natural that we get more involved with this tremendous racing series,” said Alicia Smales, vice president of marketing for Snap-on Tools. “Our products perform in some of the most extreme conditions when used by NHRA pit crews and drivers. It continues to be a great learning experience for us that helps us design and manufacture the most productive, efficient and innovative tools.”

Snap-on will be on-site at selected NHRA race venues, providing an opportunity to see firsthand the latest Snap-on innovations and providing fans an opportunity to purchase the newest and most exciting products Snap-on has to offer. Snap-on will also have an at-track marketing presence at select venues. In addition, the Snap-on Tools NO COMPROMISE TOUR™ will be making stops at select NHRA events.

“By having Snap-on on-site, we will have a great opportunity to interact with our core customers who are NHRA fans and Snap-on tools users,” said Smales. “This will be a great chance for Snap-on to reach out to people and help them learn about the latest Snap-on has to offer as well as see certain items, like the range of tool storage products, that they normally may not get the opportunity to see.”

Snap-on currently sponsors NHRA dragsters Dave Connolly, Jeg Coughlin, Steve Johnson and Cruz and Tony Pedregon. 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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