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Snap-on Facebook Fans to Choose Design for Cruz Pedregon's 2011 Helmet

KENOSHA, Wis. – January 19, 2011 – It will be the “People’s Choice” when it comes to what Cruz Pedregon’s helmet looks like in 2011. Snap-on is giving its Facebook fans the opportunity to vote on their favorite new design for Pedregon’s racing helmet.

“We created some cool designs for Cruz’s helmet for the 2011 race season,” said Sara Scarlato, manager, communications for Snap-on Tools. “With almost 100,000 Facebook fans, we thought it would be a great idea to let Snap-on nation choose what Cruz will wear in 2011. We are hoping for big things for Cruz and the Snap-on Funny Car this season and we want our Facebook fans to be a part of the excitement right from the start.”

The voting to “Pick Cruz’s Helmet” will begin on Thursday, Jan. 20 and last until Sunday, Jan. 23. The winning design will be announced on Snap-on’s Facebook page on Monday, Jan. 24. Snap-on’s Facebook fans will get to choose from a selection of helmet designs. Pedregon will then debut the winning design when the 2011 NHRA season kicks off Feb. 24-27 at the NHRA Winternationals in Pomona, Cal.

To learn more about Snap-on Tools and its racing program, visit www.snapon.com/racing.

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 \$2.4 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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