



**NEWS RELEASE**  
For Immediate Release

**For More Information, Contact:**  
John Lanctot  
Maximum Marketing  
(312) 768-7376  
[jlanctot@maxmarketing.com](mailto:jlanctot@maxmarketing.com)

# Snap-on NO COMPROMISE TOUR™ Heads to Rhinebeck, New York

## *Tour Stop Part of Goodguys East Coast Nationals Show*

**KENOSHA, Wis. – June 17, 2009** – The Snap-on Tools NO COMPROMISE TOUR™ is heading to Rhinebeck, N.Y. with its tour stop scheduled for June 26-28 at the Dutchess County Fairgrounds in Rhinebeck. The tour stop will be held in conjunction with the Goodguys East Coast National Car Show which is also being held at the Fairgrounds. The hours for the NO COMPROMISE TOUR™ are 8 am-5 pm on June 26-27 and 8 am-3 pm on June 28.

“The NO COMPROMISE TOUR™ is designed to give ‘Snap-on Nation’ an interactive opportunity to see firsthand the newest and most exciting products Snap-on has to offer,” said Alicia Smales, vice president of marketing for Snap-on Tools. “We wanted to create an informative, but fun, traveling tour that would appeal to everyone and I know we have accomplished that with the NO COMPROMISE TOUR™.”

The Snap-on Tools NO COMPROMISE TOUR™ is open to the public and provides visitors with the opportunity to speak with Snap-on officials about how Snap-on tools can help them get the job done faster and easier. This unique expo includes interactive tool demos, displays and Snap-on’s one-of-a-kind show car, the Glo-mad™ '57 Chevy. Don’t miss a chance to see the best of Snap-on. For more information, visit [www.snapon.com/nocompromisetour](http://www.snapon.com/nocompromisetour).

“Some of the coolest cars in the world are on display every week at the Goodguys car shows so we thought this was a great venue to show people who are serious about their cars some serious tools,” said Alicia Smales, vice president of marketing for Snap-on Tools. “Goodguys car shows offer Snap-on the ability to reach out to another customer segment: the car enthusiast. They are very committed to their cars and the Goodguys Shows are a great opportunity to show them some really cool tools.”

### **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

2801 80th Street, Kenosha, WI 53141 phone (262) 656-5200

company headquartered in Kenosha, Wis. For additional information on Snap-on, visit [www.snapon.com](http://www.snapon.com).

# # #