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**For More Information, Contact:**  
Sara Scarlato  
(262) 656-5350  
[sara.scarlato@snapon.com](mailto:sara.scarlato@snapon.com)

## **Snap-on NO COMPROMISE TOUR™ Starts the Year with a Western Swing**

**KENOSHA, Wis. – January 5, 2010** – Building on a successful 2009, the Snap-on NO COMPROMISE TOUR™ begins the new year in Phoenix on Jan. 7. From there, the tour will be visiting locations in the west with stops in 12 different California cities.

“Since the inception of the NO COMPROMISE TOUR™ in the summer of 2008, we have been thrilled with the growing popularity of the tour,” said Alicia Smales, vice president of marketing for Snap-on Tools. “Our franchisees and customers have turned the NO COMPROMISE TOUR™ into a tremendous business-building event. The tour has also given us a great opportunity to show our customers what great new products and innovations Snap-on has to offer in a very informal and fun setting.”

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).

“We invite those who have stopped by before to come and see what is new and exciting for 2010,” continued Smales. “We also want to extend an invitation to those who haven’t had the chance to see the tour yet. We hope they will come and see what all the buzz is about when the NO COMPROMISE TOUR™ visits their area this year. We know they will not be disappointed.”

### **NO COMPROMISE TOUR™ Upcoming Dates**

<b>Date</b>	<b>City</b>
Jan. 7.	Phoenix, Ariz.
Jan. 12	Inglewood, Calif.
Jan. 14	Cerritos, Calif.
Jan. 16	Long Beach, Calif.
Jan. 19	Salinas, Calif.
Jan. 21	San Jose, Calif.
Jan. 23	Fresno, Calif.
Jan. 26	Northridge, Calif.
Jan. 28	San Gabriel, Calif.
Jan. 30	Ontario, Calif.
Feb. 1	Lake Forrest, Calif.
Feb. 3	San Marcos, Calif.
Feb. 5	Chula Vista, Calif.

## **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, powersports and aviation industries. Snap-on Tools is one of the largest non-food franchise companies in the world, selling its products through more than 4,500 franchisees worldwide and through company-direct sales and over the Internet. 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](http://www.snapon.com).

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