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Snap-on NO COMPROMISE Tour™ Heads to Northern California

KENOSHA, Wis. – January 20, 2011 – The Snap-on NO COMPROMISE Tour™ is heading to California with stops scheduled for Watsonville (January 25), San Jose (January 27) and Fresno (January 29).

The NO COMPROMISE Tour provides “Snap-on Nation” with an interactive opportunity to see firsthand the newest and most exciting products Snap-on has to offer. In 2011, new features on the tour will include the latest Snap-on tool offerings as well as the newest diagnostic and tool storage solutions from Snap-on. Cruz Pedregon’s Snap-on NHRA Funny Car will be on display giving tour goers an opportunity to see this sleek and powerful funny car. The Snap-on Chopper will also be on display again this year.

“The best part of the NO COMPROMISE Tour is the opportunity to try out Snap-on tools for yourself,” said Alicia Smales, vice president of marketing for Snap-on Tools. “From the newest diagnostic equipment and software updates to the latest and greatest Snap-on hand tools, power tools and storage units, the Snap-on NO COMPROMISE Tour is an interactive fiesta that appeals to both professionals and do-it-yourselfers.”

The Snap-on 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. Don’t miss a chance to see the best of Snap-on. For more information, visit www.snapon.com/nocompromisetour.

NO COMPROMISE Tour™ Upcoming California Dates

Date	City	Location
January 25	Watsonville	Carl’s Jr. 1901 Freedom Boulevard Watsonville, Calif. 95076 Hours: 4:00 p.m. – 8:00 p.m.
January 27	San Jose	Goodyear Auto Service Center 3146 Stevens Creek Boulevard San Jose, Calif. 95117 Hours: 4:00 p.m. – 8:00 p.m.
January 29	Fresno	Goodguys Tire Centers 4140 N. Blackstone Avenue Fresno, Calif. 93726 Hours: 11:00 a.m. – 3:00 p.m.

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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