



NEWS RELEASE

For Immediate Release
to U.S. Publications

For More Information, Contact:

John Lanctot
Maximum Marketing
(312) 768-7376

ilanctot@maxmarketing.com

Snap-on Classics: Stork® Pliers

Snap-on Cutters Feature Innovative PowerEdge™ Design

KENOSHA, Wis. – July 22, 2009 – You use them all the time and maybe you take them for granted, but you could not get through the day without them. That is why Snap-on is reminding its customers that whether you want to upgrade, replace or add on to your line of pliers and cutters, there is no better set of pliers available than Snap-on's Stork® pliers.

“Our Snap-on Stork® pliers are designed to reach farther, grip harder and do more things than any pliers in the marketplace today,” said Gary Petersen, product manager for Snap-on. “Pliers get used and abused. That is why our Stork® pliers and cutters are designed and manufactured to withstand the toughest conditions while also helping improve productivity so all those jobs take less time to complete. No one should be without Snap-on Stork® pliers.”

The Snap-on line of Stork® pliers includes: the Mini (908ACP), Mini Bent Nose (408ACP), Duck Bill (609ACP), Stork™ Plus Needle Nose (915CP), Stork™ Plus 35-degree Bent Needle Nose (415CP), Bent Nose (411BCP), 90-degree Bent Needle Nose (490BCP), Long Handle Needle Nose (911BCP), Heavy Duty Diagonal cutters (312CP) and Mini Diagonal cutters (808ACP).

The Snap-on Stork® pliers feature:

- Long, slim jaws and flush riveted joints enable pliers to reach into recessed areas. Rounded jaw edges minimize nicks to wire when making loops or bends.
- Jaw tips are perfectly aligned and feature machined rather than stamped teeth for precise gripping and positive control.
- Designed for tremendous gripping strength, these pliers are ideally suited for electrical and electronic work, holding pins or small components.
- Models have natural steel finish and a tough clear coating to help protect against corrosion.

The Snap-on cutters feature:

- One of the best ergonomic designs on the market to get cutting jobs done quickly, efficiently and comfortably.
- Differential heat treatment produces a strength and toughness in desired areas to withstand repeated tough cutting jobs.
- Induction-hardened, precision-sharpened PowerEdge stays sharper longer and cuts with less effort.
- Handles designed to deliver the leverage needed to tackle demanding jobs.

In addition, the Snap-on Heavy Duty Diagonal cutters (312CP) and Mini Diagonal cutters (808ACP) feature the Snap-on PowerEdge™ design which gives these Snap-on cutters an exclusive cutting edge, providing more cutting surface by the joint for tough work and fine tips for delicate wires.

Customers can find out more about the Snap-on Stork[®] pliers and cutters by contacting their participating Snap-on franchisee, visiting www.snapon.com or by calling toll free 877-SNAPON-2 (877-762-7662).

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.

#