



**Snap-on Media Contact:**

Leslie Dagg / Jim Bianchi 248-269-1122

Bianchi Public Relations

[ldagg@bianchipr.com](mailto:ldagg@bianchipr.com) / [jbianchi@bianchipr.com](mailto:jbianchi@bianchipr.com)

**FOR IMMEDIATE RELEASE**

**SPIRIT OF THE WILD: SNAP-ON TEAMS UP WITH TED NUGENT**

*Unique, limited edition tool storage products unveiled*

KENOSHA, Wis. (Nov. 7, 2007) – For technicians who love to pack up the truck Friday after work with rods, rifles and bows and head for the woods – there’s a new tool box designed just for you. Snap-on Tools has teamed up with legendary rocker and gonzo sportsman, Ted Nugent, to introduce a new line of limited edition roll cabinets and accessories.

Snap-on’s Ted Nugent Spirit of the Wild tool storage units are available in a traditional 54-inch roll cab (KRA2411PNC) and a complete workstation (KRA2411WCPNC). A top chest (KRA2408PNC) and bulk overhead unit (KRWL5435PNC) are also available.

“Our collaboration with Ted Nugent finds common ground in his love for hunting and his sponsorship of hunting-related causes,” said Jay Serpe, product manager, tool storage, Snap-on Tools. “A high percentage of Snap-on customers are interested in hunting and other outdoor sports and identify with Ted Nugent as a well-recognized, nationally-known advocate.”

The roll cabs and top chest are painted with a textured black powder coat and feature Mossy Oak Breakup® coated aluminum drawer fronts – the same camo pattern used on firearms, bows, optics and other outdoor equipment. The bulk overhead unit includes a factory installed, limited edition Ted Nugent signature designer front panel. Both the roll cab and workstation feature a limited edition, cast metal Ted Nugent Spirit of the Wild medallion on the bottom deep drawer.

To protect the tops of the units, the roll cab and top chest come with a thick rubber top mat featuring a large camouflage Snap-on logo and Ted Nugent Spirit of the Wild graphic images, while the workstation includes a steel worktop with tough, scratch-resistant ArmorEdge™ truck bed liner coating.

- MORE -

*Spirit of the Wild*

*p.2*

As part of Snap-on's Classic Series, the Spirit of the Wild roll cab and workstation include double-wall construction with full-height inner walls welded in place for strength, ball bearing drawer slides and Lock 'n Roll drawer retention. The 54-inch wide, two-bank roll cab has approximately 23,600 cubic inches of storage space, stands at 39¼ inches high and has a depth of 24 inches. In addition, the workstation's factory-assembled 54-inch wide, 23 ½-inch tall riser is 21 inches deep and features a bi-fold locking front door equipped with gas struts for easy open and shut operation.

The full-width top drawer of the roll cab and workstation provides a convenient place for storing technicians' most used tools. The drawer also features double slides for added weight capacity, and extra-deep drawer pulls for easy operation.

Both the roll cab and the workstation include two-inch mounting centers for flexibility in arranging drawers, solid engineering and corner gussets for added strength and Snap-on's lifetime warranty on workmanship and materials.

Customers can find out more about Snap-on's special edition tool storage units (KRA2411PNC, KRA2411WCPNC), top chest (KRA2408PNC) and bulk overhead unit (KRWL5435PNC) by contacting their local Snap-on representative, visiting [www.snapon.com](http://www.snapon.com) or by calling toll free 877-SNAPON-2 (877-762-7662). More information about Snap-on's tool storage products can be found at [www.theundisputedchamp.com](http://www.theundisputedchamp.com).

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 \$2.5 billion, S&P 500 company headquartered in Kenosha, Wis. For additional information on Snap-on, visit [www.snapon.com](http://www.snapon.com).

###