



NEWS RELEASE
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Double Productivity With Snap-on Socket Promotion

Snap-on Promotion Offers Uncompromising Quality at Unbelievable Price

KENOSHA, Wis., October 30, 2008 – Do you own the best performing and most durable sockets in the marketplace? How about owning 24 of the highest quality sockets in the world for the price of 12? If you purchase the Snap-on 12-piece ¼” drive deep socket set, Snap-on will give you its shallow socket set for free. This “Buy 12 Get 12” socket promotion is available for a limited time and is good on the 124STMMX socket set only.

“We want to provide the best service technicians in the world the best sockets in the universe,” said Alicia Smales, vice president, marketing for Snap-on Tools. “Snap-on not only pioneered the interchangeable socket, but we are the ones who perfected it. Our sockets are second to none when it comes to performance, quality and productivity. And these sockets are best used with our new ¼” Ratchets featuring Dual 80[®] Technology. The long and short of it is that this is a great opportunity to double up on Snap-on quality sockets.”

Snap-on’s sockets are different than other sockets on the market; in fact, they’re the best. Here’s why:

- Snap-on sockets feature Flank Drive[®] wrenching system, which grips the fastener on the flanks/flats, increasing the torque by 15-20 percent and preventing the fastener from rounding.
- Concentric or uniform wall thickness eliminates weak spots, while allowing for a thin wall design for greater accessibility. Snap-on has the thinnest wall design, yet the strongest sockets in the industry. The thin design allows it to get in more areas, but technicians have the piece of mind of a strong socket.
- Tough nickel plating provides corrosion resistance, while chrome plating adds a hard wear-resistant and mirror-like finish.
- Metric sockets have a knurled band for quick identification.
- Single Hex/6-point sockets have more socket-to-fastener contact, allowing for greater torque.

Customers can find out more about the socket set promotion by contacting their local Snap-on franchisee, visiting www.snapon.com/buy12get12 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 \$2.8 billion, S&P 500 company headquartered in Kenosha, Wis. For additional information on Snap-on, visit www.snapon.com.

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