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# Snap-on Tools Featured in “Iron Man”

*Movie out on DVD Sept. 30*

**KENOSHA, Wis. - September 26, 2008** – While Academy Award nominations won't be announced for months, it is a sure bet that Snap-on Tools will dominate the category of best performance by tools in a major motion picture. In fact, you can catch the award winning Snap-on tools in action when the movie “Iron Man” comes out on DVD on Sept. 30.

“Our tools performed wonderfully in ‘Iron Man’,” said Alicia Smales, vice president of marketing for Snap-on Tools. “When the character Tony Stark needed to build the high-tech Iron Man armor, he didn't use just any tools. He used our tools. It just shows you that even superheros want to use Snap-on tools. We hope that people who may have missed seeing the movie in theatres will get to see the ‘Iron Man’ DVD.”

In the film, Tony Stark's “Iron Man” workshop contains a wide assortment of tools and accessories. Among the Snap-on products in Tony's workshop are several Snap-on tool boxes and black and red Snap-on hand tools, which can be seen in the top drawer of the red toolbox on Tony's desk. Overall, various Snap-on carts and garage items are seen throughout the film, each time the movie cuts to Tony's shop.

## **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](http://www.snapon.com).

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