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Snap-on Facebook Fans Top 15,000

Rapidly Growing Social Networking Page is the Place to Be

KENOSHA, Wis. – July 20, 2009 – The online place to be is the Snap-on Facebook page, where more than 15,000 members of the Snap-on Nation have become fans of the company.

“The Snap-on Facebook page is an exciting social networking tool that allows us to swiftly communicate with Snap-on enthusiasts of all ages,” said Alicia Smales, vice president of marketing for Snap-on Tools. “Snap-on fans are actively sharing their stories and their experiences with Snap-on. It’s really amazing to see how engaged the fans are and how enthusiastically they interact with each other.”

The Snap-on Facebook page allows users to rapidly interact in a variety of ways, including posting photos, uploading videos, and commenting on discussion boards and postings. Content is constantly being added including information on new tools, questions for the fans, links to items of interest and the schedule of the popular Snap-on NO COMPROMISE TOUR™.

It takes just minutes to sign up for Facebook by visiting www.facebook.com. Once you have set up your account, use the search tool in the upper right hand part of the screen to locate “Snap-on Tools.” Select the Snap-on Tools page, click on “Become a Fan” and you’ll be connected to thousands of members of the Snap-on Nation.

“We’d like to invite everyone to join Snap-on’s growing Facebook community. All it takes is a few easy steps and our customers will have the ability to view the latest news from Snap-on Tools, interact with each other and provide important feedback to us,” continued Smales.

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.

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