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Snap-on Reaches New Milestone on Facebook

Rapidly Growing Fan Base has Topped 25,000

KENOSHA, Wis. – November 24, 2009 – The on-line place to be is the Snap-on Facebook page where more than 25,000 members of Snap-on Nation have become fans of the company. Snap-on has seen rapid growth of its fan base on Facebook, outpacing expectations since its inception earlier this year.

“The Snap-on Facebook page has become a popular place for our fans to learn about new products, share their stories and interact with each other,” said Sara Scarlato, manager, communications for Snap-on Tools. “The page also features video links, photo albums and the schedule of our NO COMPROMISE TOUR™. It’s an exciting social networking tool that complements our other marketing activities, allowing us to swiftly communicate with Snap-on enthusiasts and keep up-to-date on the pulse of our customers’ changing needs.”

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

“We’d like to invite everyone to join Snap-on’s growing Facebook community. It’s just a few easy steps to become a fan and have the ability to view the latest news from Snap-on, interact with each other and provide important feedback to us,” continued Scarlato.

About Snap-on Tools

Snap-on Tools is a subsidiary of Snap-on Incorporated, 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 Tools is one of the largest non-food franchise companies in the world, selling its products through more than 4,500 franchisees worldwide and through company-direct sales and over the Internet. Snap-on Incorporated, which was founded in 1920, is a \$2.9 billion, S&P 500 company located in Kenosha, Wis. with operations throughout the world. For additional information, visit www.snapon.com.

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