



NEWS RELEASE
For Immediate Release

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Your Instincts Are Right; Snap-on Instinct™ Screwdrivers Make a Difference

*Buy Eight-Piece Instinct™ Soft Grip Screwdriver Set;
Get Free Ratcheting Screwdriver or Four-Piece Mini Screwdriver Set*

KENOSHA, Wis. – April 8, 2009 – You know your instincts are right. You can feel the difference when you pick up Snap-on's Instinct™ soft grip screwdriver. The wide, tri-lobe design in the handle and the alloy steel blade are made for power. The curves, flutes and rounded neck fit your hand giving you speed, finesse and control. Do you want another reason to get one? For a limited time, Snap-on will give you a free soft grip ratcheting screwdriver (SGDMRC44B) or a four-piece mini-screwdriver set (SGDX40BR) when you purchase the eight-piece Instinct™ Soft Grip Screwdriver Set (SGDX80BR).

"We first talked with our customers to learn about what type of screwdriver features they like best and then we developed the next generation of screwdrivers, the Instinct™," said Bryan Hantke, product manager for Snap-on. "The Instinct™ is designed to work the way people naturally use a screwdriver. This is the screwdriver our customers asked for and, with this special offer, there is no better time to get the eight-piece Instinct™ soft grip screwdriver set."

The Snap-on Instinct™ Soft Grip Screwdriver (www.RelyOnYourInstinct.com) features:

- Tri-lobe design for more turning power versus competitive screwdrivers.
- Soft grip provides a comfortable, anti-slip surface which works well with sweaty and oily hands.
- Anti-roll flats prevent the screwdriver from falling off of work surfaces.
- Unique triangular shape with six flutes provides precise control when spinning.
- Molded tip identifier aids in quickly identifying the right screwdriver for the job.
- Durable nickel/chrome plated blades for superior protection against corrosion.

The Snap-on eight-piece Instinct™ Soft Grip Screwdriver Set offer is only valid on purchase of part number SGDX80BR and is available while supplies last from participating franchisees only.

Customers can find out more about the Snap-on eight-piece Instinct™ Soft Grip Screwdriver Set (SGDX80BR), by contacting their local Snap-on franchisee, visiting www.snapon.com or www.RelyOnYourInstinct.com 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 \$2.9 billion, S&P 500 company headquartered in Kenosha, Wis. For additional information on Snap-on, visit www.snapon.com.

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