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90 Years Later, Snap-on is Still at Top of Holiday Wish Lists

Holiday Gift Guide Offers Loads of Great Gift Ideas

KENOSHA, Wis. – November 4, 2010 – With over a hundred great gift ideas backed by 90 years of innovation, you won't go wrong when you order that special someone a present from the 2010 Snap-on Holiday Gift Guide.

"In honor of our 90th anniversary, we have put together our most comprehensive holiday gift guide ever," said Alicia Smales, vice president of marketing for Snap-on Tools. "From screwdrivers, pliers and ratchets to cordless drills and wrenches to tool storage units, the 2010 Snap-on Holiday Gift Guide has what you need."

With 16 pages of the latest and greatest Snap-on has to offer, the 2010 Holiday Gift Guide is chock-full of unique gift ideas. Included in the catalog are tools sets, power tools, hand tools and tool storage units. Some of the featured products in the holiday catalog include the 7.2V 3/8" drive cordless impact wrench (CT561), a Snap-on tote bag with storage bin (TB20A), soft grip ratcheting screwdriver (SGDMRC44B) in multiple, festive colors and the 3/8" drive round head ratchet (FHNF100).

Also featured in the catalog is a special page of items that include a cordless screwdriver (CTS561CL), a six-piece screwdriver set (SGDX60) as well as a punch and chisel set (PPC710BK) and some essential general service sets.

"This is also the perfect time for service technicians to buy themselves something that is on their own personal wish list," continued Smales. "Don't wait for Santa, take advantage of these special holiday offerings today."

For more information about the 2010 Snap-on Holiday Gift Guide, contact a participating Snap-on franchisee, visit www.snapon.com or call toll free 877-SNAPON-2 (877-762-7662).

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 franchised mobile stores worldwide and through company-direct sales and over the Internet. Snap-on Incorporated, which was founded in 1920, is a \$2.4 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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