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“Pick of the Week” Offers Great Tool Options for Snap-on Customers

KENOSHA, Wis. – September 23, 2010 – Continually trying to provide its customers with productivity enhancing solutions at very affordable prices, Snap-on is now offering a “Pick of the Week” program through participating franchisees.

“The ‘Pick of the Week’ is a terrific opportunity for our customers to get some great tools at special prices,” said Alicia Smales, vice president of marketing for Snap-on Tools. “We are always looking for ways to help our customers grow their business while, at the same time, providing them with innovative tools to make their jobs easier and more efficient. ‘Pick of the Week’ is another example of Snap-on helping its customers stay one step ahead of the competition.”

Each month, participating Snap-on franchisees will provide its customers with up to five exclusive offers on tool specials. From one-of-a-kind combos to exclusive trade-in offers, these prices won’t be found anywhere but “Pick of the Week” and supplies are limited.

“Snap-on ‘Pick of the Week’ promises to be very popular, so it is recommended that Snap-on customers order early each month to make sure they are able to get their ‘picks,’” continued Smales.

Customers can find out more about Snap-on’s “Pick of the Week” by contacting their participating Snap-on franchisee or representative.

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 \$2.4 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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