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Record Turnout at Snap-on Tools' Franchisee Conference in Orlando

Attendees Celebrate 90 Years of Innovation

KENOSHA, Wis., September 20, 2010 – More than 5,500 attendees gathered at the Gaylord Palms Resort and Convention Center in Orlando, Fla. for the annual Snap-on Franchisee Conference (SFC) to learn about the latest in product innovation and technology, as well as information and tools for managing their business. The three-day business conference held in late August, which was attended by nearly 2,200 Snap-on mobile stores, also included a unique celebration to honor Snap-on's 90th Anniversary and pay tribute to all those who helped build and sustain the company.

"This milestone conference was the single largest gathering of Snap-on franchisees in our company's history," said Alicia Smales, vice president of marketing for Snap-on. "Snap-on has been a leader for nine decades in providing innovative vehicle repair solutions to help technicians meet the ever changing demands of their jobs. Not many companies get to celebrate a 90th Anniversary."

"This year's franchisee conference was a stand-out, not only because we paid tribute to our past successes, but because we had the opportunity to prepare our franchisees for the future," Smales continued. "The SFC was an outstanding opportunity to help our franchisees stay ahead of the curve when it comes to the productivity solutions, business skills and technology that will help them grow their businesses."

On display at the event was nearly 100,000 square feet of the latest hand tools, power tools, diagnostic tools and tool storage solutions from Snap-on. More than 150 new products were introduced and franchisees had hands-on opportunities to speak directly to the engineers and product managers and learn the features and benefits of these new innovations. In addition, a variety of seminars focused on improving business performance and the customer experience, as well as increasing productivity and efficiency. Snap-on Racing was well represented with NHRA Funny Car driver and two-time NHRA champion Cruz Pedregon; NASCAR Hall of fame member and series champion Rusty Wallace; driver of the #62 Snap-on Nationwide car Brendan Gaughn; and Snap-on racing driver Steve Wallace attending the event. The conference also included an exclusive Snap-on Saturday Night at Universal Studios Florida® to thank franchisees for their dedication and service.

"The feedback we received from attendees has been enthusiastic and positive," continued Smales. Our franchisees are experts when it comes to tools and information to help technicians in their jobs and, at the SFC, they were able to build on that expertise. They are really upbeat about their future with Snap-on."

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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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