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# Snap-on Masters Series Tool Storage is “The Undisputed Champ”

*New Website [www.TheUndisputedChamp.Com](http://www.TheUndisputedChamp.Com) Shows Why*

**KENOSHA, Wis. – November 17, 2010** – There are a lot of contenders and pretenders when it comes to tool storage, but there is only one undisputed champ: the Snap-on Master Series. By visiting the new [Undisputed Champ Web site](http://www.TheUndisputedChamp.Com), you will see why the Snap-on Masters Series of tool storage units “float like a butterfly and sting like a bee.”

“Our new Undisputed Champ Web site gives our customers a clear and convincing picture of why Snap-on Master Series tool storage units are still the world champions,” said John Landree, product manager for Snap-on. “The site has a round-by-round breakdown detailing why our Master Series is a knock-out. From superior construction and overall usable space to safety and security, you can see for yourself why the Snap-on Master Series is the undisputed champ.”

The new Web site offers a blow-by-blow description of why Snap-on Master Series tool storage units are superior to the competition along with 12 rounds of videos that explain the quality and innovation of the Master Series. Once the final bell rings and the judges turn in their scorecards, it will be clear why the Snap-on Master Series is the “Undisputed Champ.”

Customers can find out more about Snap-on’s Master Series storage units by contacting their participating Snap-on franchisee, visiting [www.TheUndisputedChamp.com](http://www.TheUndisputedChamp.com) or by calling 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, power sports and aviation industries. Snap-on Tools is one of the largest non-food franchise companies in the world, selling its products and services through franchisee, company-direct, distributor and Internet channels. 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](http://www.snapon.com).

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