



NEWS RELEASE
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Portable and Powerful: These Snap-on Tools Go the Extra Mile

Improve Efficiency, Productivity with Blue-Point 14.4V Cordless Tool Line

KENOSHA, Wis. – November 5, 2010 – Snap-on's Blue-Point® 14.4V cordless family of tools are designed and manufactured to provide service technicians with both performance and value, whether they are used at home, on the road or in the shop.

“Our Blue-Point family of cordless tools is the perfect solution for those service techs who want to increase the number of jobs they can accomplish in a day,” said Scott Carroll, category manager for Snap-on. “These tools are designed for reliability while providing the power needed to complete the toughest jobs.”

Each of the Blue-Point 14.4V cordless tools features a slide-on battery that provides better contact and safe operation. In addition, their perfectly balanced compact shape with surrounding soft-grip handle helps reduce fatigue.

The Blue-Point 14.4V cordless family includes:

Cordless Impact (ETB14438A)

- Delivers 140 ft. lbs. max torque in a compact design to provide the user maximum versatility
- Includes two batteries and one charger packed in a blow molded case
- Easily replaceable carbon brushes to keep your investment running like new

Cordless Drill/Driver (ETB14420A)

- Keyless chuck provides quick replacement of bits to save time
- Two speed switch and variable speed trigger offers maximum control in both forward and reverse
- Clutch cap provides 20 different settings up to 260 inch pounds torque for precision jobs
- White LED illuminates when trigger is depressed for those dim working conditions
- Includes two batteries and one charger packed in a blow molded case
- Drill body only available (ETB14420ADB)

Cordless 14.4V LED Light (ETB14410A)

- LED bulb provides long life and low power draw for less job interruptions
- 90 degree pivoting head puts the light ray where you need it
- Faceted reflector provides bright uniform beam
- Battery and charger sold separately

Customers can find out more about Snap-on's Blue-Point 14.4V cordless tool line by contacting their participating Snap-on franchisee, visiting www.snapon.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, 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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