



NEWS RELEASE
For Immediate Release
To U.S. Publications Only

For More Information, Contact:
Sara Scarlato
(262) 656-5350
sara.scarlato@snapon.com

Snap-on “Build-A-Bay” Featured on “Garage Mahal” TV Show and in *Hot Rod* Magazine

First Airing Scheduled for Dec. 17 at 8:30 p.m. ET/PT on DIY Network

KENOSHA, Wis. – December 3, 2010 – Source Interlink Media, publishers of over 60 performance enthusiast magazines such as *Hot Rod*, *Car Craft* and *Popular Hot Rodding*, recently opened three new facilities where they will produce technical articles for their magazines and film technical how-to segments for “Hot Rod TV” on Speed Channel and the *Hot Rod* website. Snap-on was chosen to be the exclusive provider of tools and tool storage units for these facilities, bringing the most recognized name in tools to the most recognized name in automotive performance, Hot Rod. The partnering of these two iconic brands was quick to gain notice in the industry.

DIY Network learned of the new facility projects and immediately put plans in play to produce an episode of Bill Goldberg’s “Garage Mahal” television show at the El Segundo, Calif. location. Snap-on was contacted to participate and immediately put a team together. Working with Goldberg, the DIY producers and the Source Interlink team, they incorporated Snap-on’s “Build-A-Bay” and tools into the “Garage Mahal” episode. The Snap-on team worked directly with Ed Zinke, publisher of *Super Chevy* and *Popular Hot Rodding*, and Grant Peterson, tech center manager in El Segundo, to develop custom “Build-A-Bay” designs. The “Build-A-Bay” layouts included a 17-foot motorcycle layout as well as 19-foot and 21-foot general service layouts. Complete tool sets, including specialty products and equipment, were then planned for each layout, assuring the editors would have what they need for any project or technical shoot.

The “Build-A-Bay” was an enormous hit with everyone, especially Goldberg, the DIY production team and Peterson. The “Hot Rod Garage Overhaul” episode of “Garage Mahal” will first air on Dec. 17 at 8:30 p.m. ET/PT on DIY Network. Beginning with the Jan. 2011 issue of *Hot Rod* magazine, which is on newsstands now, Source Interlink publications will regularly feature Snap-on tools and Snap-on “Build-A-Bay” products in their technical articles over the next three years.

The relationship with Source Interlink Media will bring extensive added exposure to Snap-on and the Snap-on product line. With industry-leading publications in the areas of automotive performance, on and off-road trucks, motorcycles and powersports, the link with Snap-on is a perfect fit.

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.

###

2801 80th Street, Kenosha, WI 53141 phone (262) 656-5200

