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# New Snap-on e-Catalog Offers 90 Years of Quality, Innovation and Performance

*Online Catalog Now Available in English, Spanish and French*

**KENOSHA, Wis. – November 15, 2010** – The new Snap-on catalog is now available in electronic form online at <http://buy1.snapon.com/bluetoad>. This trilingual e-catalog (English, Spanish, French) provides all the information on the latest tools and equipment Snap-on has to offer plus the convenience of being able to order while viewing the e-catalog.

“The most innovative tool company needs to have the most innovative catalog and we have accomplished that with our new trilingual e-catalog,” said Alicia Smales, vice president of marketing for Snap-on Tools. “Our e-catalog is extremely easy to use and the high-resolution graphics allow you to see Snap-on products in great detail. In addition, the ordering process is simplified - just click on the tool you want and order directly through the e-catalog.”

With over 600 pages of tool and equipment offerings, the new Snap-on e-catalog is a great resource for every service technician. From hand tools and power tools, to tool storage and diagnostics, viewers will enjoy the added flexibility, interactivity, ordering capabilities and rich media features of the new e-catalog.

For more information about the new Snap-on e-catalog, visit <http://buy1.snapon.com/bluetoad>, contact your Snap-on franchisee or call 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](http://www.snapon.com).

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