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Ratcheting Harmony for the Snap-on® Ratchets and Sockets You Love

Make a Lasting Connection at www.snapon.com/ratchetingharmony

KENOSHA, Wis. – March 17, 2011 – There is no question that Snap-on customers love their ratchets, sockets and extensions, and finding ratcheting harmony is truly a life-long mission. Snap-on is now offering the chance for its customers and Facebook fans to express their love of Snap-on while also sharing their perfect ratchet and socket connection.

“We know Snap-on customers feel a special connection with their tools and this website is a fun opportunity for Snap-on Nation to send their favorite ratchets and sockets a little love poem,” said Gerry Beronja, director of customer marketing for Snap-on. “People are passionate about their Snap-on tools so we decided to provide them an outlet to tell us about their perfect match. Snap-on tools are all about connections; ratchets working with extensions and sockets to reach where no other combination will fit; sockets turning fasteners with our unique Flank-Drive® wrenching system that grips on the flats; and most importantly with our customers, creating a bond that will endure forever.”

Snap-on customers can discover their perfect match at www.snapon.com/ratchetingharmony. Select from the four available Snap-on products and send your favorite an email telling them why you are their perfect connection. The four choices will also be posted on Snap-on’s Facebook page (www.Facebook.com/Snapon) the week of the March 21. The Snap-on Ratcheting Harmony Match Committee will select the top four potential mates for each and allow the Snap-on Facebook fans to choose the best partner for each tool.

Dual 80® Technology Ratchets give you more power. Flank Drive sockets give you more grip. Together they give you more turning power and the lowest clearance of any ratcheting system in the world. Welcome to compatibility at its finest. Find out more by contacting your Snap-on franchisee or representative, 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, 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 \$2.6 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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