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Watch the Snap-on Rescue Rig in Action on Facebook and Win

Special "Rescue Rig" Sweepstakes for Snap-on Facebook Fans

KENOSHA, Wis. – November 1, 2011 – The Snap-on® Rescue Rig has been traveling the country in search of service technicians who are using time consuming, inefficient tools, and rescuing them with the latest productivity enhancing tools from Snap-on. Snap-on fans can see the Rescue Rig in action in a video series on Facebook starting Nov. 7 and, as a thank you, some lucky fans will win a coveted Snap-on Rescue Rig cap.

"The Snap-on Rescue Rig lets customers experience how much Snap-on tools can help improve efficiency and productivity in the service bay," said Gerry Beronja, director of customer marketing for Snap-on. "The Rescue Rig videos not only give a great description of the features and benefits of the tools, they also highlight first-hand accounts from service technicians about the improvement of their job performance once they start using Snap-on tools."

The first of the Rescue Rig video series will be posted on Snap-on's Facebook page on Monday, Nov. 7. Snap-on Facebook fans can click on a link for their chance to win a Rescue Rig cap. A new video will be posted every two weeks and fans can enter the sweepstakes each time a new video is posted.

To find out more about Snap-on tools visit www.snapon.com. To learn more about the "Rescue Rig" Facebook sweepstakes, become a Snap-on fan at www.Facebook.com/SnaponTools.

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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