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Snap-on Franchisee Conference Largest Event in Company History

Franchisees Learn About Latest Product Innovation and Tools for Managing Their Business

KENOSHA, Wis. – Sept. 9, 2011 –More than 6,000 attendees gathered for the annual Snap-on Franchisee Conference (SFC) at the Gaylord Palms Resort and Convention Center in Orlando, Fla. The three-day business conference provided franchisees the opportunity to learn about the latest in vehicle service product innovation and technology; as well as techniques for continuing to improve the profitability of their Snap-on Tools franchises. Over 2,500 Snap-on mobile tool distribution stores were represented at the event, held Aug. 19-21.

“This year’s conference was another tremendous success,” said Tom Kassouf, president of the Snap-on Tools Group. “In 2010, we celebrated our 90th anniversary at the SFC with record participation by our franchisees, and this year we, once again, set a record for the single largest gathering of Snap-on franchisees, associates and suppliers in our company’s history.

“We are pleased that our franchisees continue to benefit from this experience in growing numbers,” said Kassouf. “Not only does the SFC give us the opportunity to further Snap-on’s support for our franchisees, it helps them continue to deliver the most valued productivity solutions in the world, enhancing Snap-on’s unmatched customer connections and deepening business skills that will help franchisees profitably grow their businesses.”

The Snap-on Product Expo covered 100,000 square feet and featured over 5,000 of the latest hand tools, power tools, diagnostic tools, tool storage solutions and shop and tech equipment available exclusively from Snap-on. Almost 200 new products were introduced, adding to the 15,000 standard products already in the Snap-on catalog, and the Expo allowed franchisees to speak directly with engineers and product managers to learn how to best present the features and benefits of these new innovations to their customers. Snap-on provided opportunities for franchisees to see how many of these products are manufactured in Snap-on’s factories, several of which have been recognized by *Industry Week* as amongst the best plants in North America; and to participate in hands-on demonstrations.

In addition, a variety of seminars focused on improving franchise profitability and wealth generation, as well as techniques for enhancing their customers’ experience. For the first time, the Snap-on Tools Customer Care Center was live and onsite, providing franchisees the chance to see how customer service works from behind the scenes. The conference also included an exclusive Snap-on Saturday Night at SeaWorld Orlando[®] to thank franchisees and their families for their dedication and service.

“Snap-on franchisees are looked to for the tools and information critical to technicians’ success in their jobs. At the SFC, they were able to build on their expertise,” continued Kassouf. “Feedback from the event was extremely positive with franchisees overwhelmingly enthusiastic about the future of their business.”

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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