



NEWS RELEASE

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Snap-on Soft-Sided Memory Saver Perfect Solution for Maintaining Computer Settings

KENOSHA, Wis. – June 21, 2011 – Maintaining a vehicle's computer settings is always a challenge when you have to disconnect the 12-volt battery for service. The new Snap-on Soft-Sided Memory Saver (EESM500) is designed to preserve the vehicle's on-board computer settings while service is being performed.

"Consumers are always frustrated when they get their car back from being serviced and some of their on-board settings have changed, such as the radio or seat position," said David Brekke, category manager for Snap-on. "Our memory saver is designed to maintain those settings and the soft-sided design means you don't have to worry about scratching or denting a vehicle's interior when you use it."

The features and benefits of Snap-on's Soft-Sided Memory Saver (EESM500) include:

- Provides 12-volt power to the vehicle's computer system, saving settings such as radio, seat position, DTC's, keyless entry and more
- Two ways to connect: built-in 42-inch OBDII cable or 12-volt accessory plug. Both store neatly and conveniently
- Soft-side case designed to prevent scratching or denting vehicle's interior and console like a traditional unit's hard-plastic housing
- Non-skid bottom will not slip and helps protect vehicle surfaces
- Informative and intelligent LED control panel
- On/off switch ensures unit is off for storage and transport
- Wall charger included to keep the internal battery ready
- Lightweight soft-side case is easy to carry and store
- Warning: Not to be used during air-bag service

Customers can find out more about Snap-on's Soft-Sided Memory Saver (EESM500) by contacting their participating Snap-on franchisee or representative, visiting www.snapon.com or by calling toll free 877-SNAPON-4 (877-762-7664).

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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