



NEWS RELEASE
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Torque it Up with Snap-on's 4x4 Rebate Program

Escalating EC Rebate Program Offers up to \$1,500 in Instant Rebates

KENOSHA, Wis. – August 11, 2011 – Four tiers and four escalating rebate amounts make it easy to torque up your tool box with the Snap-on 4x4 rebate program. For a limited time, Snap-on is offering four tiers of instant rebates when your purchase from participating franchisees is made on a qualified extended credit program contract.

“Our 4x4 rebate program makes it easier to purchase the Snap-on tools, storage units or equipment on your wish list sooner rather than later,” said Rick Secor, director of marketing communications for Snap-on Tools. “Whether you make one big purchase or add several new tools to your box, Snap-on's 4x4 rebate program is for you. With the escalating levels, the more you buy using the EC program, the more you can save.”

Snap-on's 4x4 rebate program runs through November 30, 2011 and has four rebate levels:

- **Net sale* of \$2,500** - \$250 instant rebate
- **Net sale* of \$5,000** - \$600 instant rebate
- **Net sale* of \$7,500** - \$1,000 instant rebate
- **Net sale* of \$10,000** - \$1,500 instant rebate

Customers can find out more about the terms and conditions of Snap-on's 4x4 rebate program by contacting their local participating Snap-on franchisee or by calling toll free 877-777-8455.

*All extended credit (“EC”) contracts are subject to credit approval at time of sale and the preferred extended credit form. Not everyone will be approved. Must be a professional technician or shop owner to apply for the program. Standard terms and conditions apply; taxes and document fees extra. Finance charges begin accruing at contract inception. Minimum net sale from a participating franchisee under an approved extended credit contract to qualify for a rebate is \$2,500. See your Snap-on franchisee for specific details on what terms might be available to you.

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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