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Record Number of Franchisees Gather for Snap-on Franchisee Conference

Three-day Event Focuses on Franchisee Success

KENOSHA, Wis. – Aug. 16, 2012 – More than 2,750 franchisees joined Snap-on associates and suppliers at the annual Snap-on Franchisee Conference (SFC) at the South Point Hotel & Casino in Las Vegas, Nev. The business conference highlighted the latest product innovations and deepening Snap-on support designed to bring those products to market, while providing franchisees effective solutions for managing and growing their businesses. Over 6,500 total attendees gathered for the event on August 10-12.

“Each year our goal is to strengthen our franchise network, and our annual franchisee conference plays an important role in achieving that result. Our franchisees confirm the value of the event’s contribution to the success of their businesses, attending in growing numbers,” said Tom Kassouf, president, Snap-on Tools Group. “The event brings an extensive array of products and resources to one location, providing everything our franchisees need to support the profitable growth of their businesses. Personal relationships are at the core of our enterprise, and the SFC gives Snap-on a further opportunity to directly interact with our franchisees in an environment that helps us better understand their requirements, as well as the needs of their customers.”

The 2012 SFC featured a Product Exposition including the latest innovations in hand tools, power tools, diagnostic tools, tool storage solutions, and shop and tech equipment available exclusively from Snap-on. Nearly 200 new products were among the more than 5,000 innovations on display throughout the show. Also featured was the Snap-on Masters of Metal Tour™ and the Rock n’ Roll Cab Express. The format provided franchisees unprecedented access to the product managers, engineers, manufacturing specialists, and sales support associates responsible for the products and brand they represent.

Franchisees packed the business seminars which focused on improving franchisee profitability and productivity, as well as techniques for enhancing their customers’ experience. Seminars delved into salesmanship, product financing, promotions, business management, technology, and diagnostics. A Business & Profit Center included the latest resources, technology, and techniques to help franchisees run their businesses more effectively, cost-efficiently, and safely.

The event was capped off with an exclusive concert by Rock and Roll Hall of Famers ZZ Top. A highlight of the concert was the giving away of the Snap-on Street Rod to franchisee Tim Smith of Arroyo Grande, Calif. The conference also included an exclusive Snap-on Friday Night concert by Las Vegas sensation Recycled Percussion, featuring many *Snap-on* tools in the performance.

“Our overarching theme at these conferences is ‘Learn More, Earn More.’ Everything is geared toward ensuring that our franchisees are the most knowledgeable in the industry and that they have the skills and resources to run a successful business,” continued Kassouf. “The response by our franchisees was extremely positive, surpassed only by the camaraderie they shared with colleagues and Snap-on associates throughout the event.”

About Snap-on Tools

Snap-on Tools is a subsidiary of Snap-on Incorporated, a leading global innovator, manufacturer and marketer of tools, equipment, diagnostics, repair information and systems solutions for professional users performing critical tasks. Products and services include hand and power tools, tool storage, diagnostics software, information and management systems, shop equipment and other solutions for vehicle dealerships and repair centers, as well as for customers in industries, including aviation, aerospace, agriculture, construction, government and military, mining, natural resources and power generation. Products and services are sold through the company’s franchisee, company-direct, distributor and internet channels. Founded in 1920, Snap-on is a \$2.9 billion, S&P 500 Company headquartered in Kenosha, Wisconsin.

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