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Snap-on Facebook Community Tops 500,000

KENOSHA, Wis. – August 25, 2014 – The Snap-on Nation Facebook community recently reached a major milestone, surpassing the 500,000 mark.

“Whether you want to get helpful tips, provide useful suggestions or learn about the latest and greatest tools, the Snap-on Facebook page is the place to be,” said Gerry Beronja, director, customer marketing, Snap-on Tools Group. “With over a half million fans and growing, Snap-on Facebook is a popular meeting place for customers, franchisees and associates to interact and share information.”

The Snap-on Facebook page can be found at www.facebook.com/SnaponTools. Once on the page, visitors can click “Like” to be connected to more than 500,000 members of Snap-on Nation. The page features information about product innovations, hand tools, power tools, tool storage, franchise opportunities, the Snap-on Masters of Metal Tour™ and Snap-on Racing, including Snap-on Funny Car driver Cruz Pedregon.

“We want to thank our customers for making the Snap-on Facebook page a popular social media destination. There are always interesting conversations taking place and we hope even more Snap-on enthusiasts will join the dialog,” said Beronja.

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 and aerospace, agriculture, construction, government and military, mining, natural resources, power generation and technical education. 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 \$3.1 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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