

**Release: IMMEDIATE**

## **Snap-on Celebrates “IdeaForge” Grand Opening in Kenosha**

**KENOSHA, Wis. – August 11, 2011** – Snap-on Incorporated (NYSE: SNA), a leading global innovator, manufacturer and marketer of tools, diagnostics and equipment solutions for professional users today announced the official grand opening of the IdeaForge, a multimedia conference center located within the Innovation Works facility at the company’s Kenosha, Wis. campus. The opening was presided over by Snap-on chairman and chief executive officer, Nick Pinchuk. It took place with the participation of more than 600 Snap-on associates and retirees, as well as state and local officials including U.S. Congressman Paul Ryan.

“We chose the name for this place very carefully, because over many decades, just feet from this spot, Snap-on designs were forged into steel solutions for auto mechanics throughout America,” said Pinchuk. “In the future, we will be forging and communicating a wide variety of ideas that will make work easier for an even broader group of customers across multiple industries in workplaces all over the world.

“The Snap-on IdeaForge is a functioning example of our commitment to the continued development of industry-leading products, processes and technologies. We’re thrilled to share this opening with so many of those who helped build the strong company we enjoy today, as well as with many of those who have supported us over the decades.”

IdeaForge will help the company conceive new ideas and fashion them into products and services which will create value for all Snap-on stakeholders over many years to come. The venue has several defined areas, including the option to accommodate different size groups and events, all with world-class audio-visual capabilities.

The IdeaForge, a 7,000 square foot, 600 capacity facility, is the third piece of the Snap-on Innovation Center. The Innovation Works, Snap-on Museum, and now, IdeaForge, will provide a vital resource for Snap-on’s entire global organization.

### **About Snap-on**

Snap-on Incorporated is 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 customers in industry, government, agriculture, aviation and natural resources. Products and services are sold through the company’s franchisee, company-direct, distributor and Internet channels. Founded in 1920, Snap-on is a \$2.6 billion, S&P 500 company headquartered in Kenosha, Wisconsin.

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