

Release: **IMMEDIATE**

### **Wounded Warrior Soldier Ride Comes to Snap-on in Kenosha**

**KENOSHA, Wis. – June 3, 2011** – Snap-on Incorporated hosted the Wounded Warrior Soldier Ride at its Innovation Center in Kenosha, Wis. The event was designed to bring increased awareness of the Wounded Warrior Project (WWP), an organization dedicated to helping wounded veterans returning home from Afghanistan and Iraq.

The ceremony included the presentation of a Snap-on donation to Dan Schnock, national director of Soldier Ride with the WWP. “Snap-on is honored to host the Soldier Ride for the third consecutive year,” said Nick Pinchuk, Snap-on chairman and chief executive officer. “Our aim is to honor and help our wounded warriors who have returned from being in harm’s way as they served our country.”

The Soldier Ride provides wounded warriors the opportunity to reclaim their confidence and strength through the exhilaration of cycling. In addition to more than 500 Snap-on associates, veterans, community members and students from Jane Vernon Elementary School and Tremper High School lined the streets to cheer on the warriors as they began their journey. The 18-mile route took the riders through the cities of: Kenosha, Wis.; Pleasant Prairie, Wis.; Winthrop Harbor, Ill.; Zion, Ill.; Waukegan, Ill. and finished at the Great Lakes Naval Station in Great Lakes, Ill.

Also at the event, the Snap-on Funny Car, driven by two-time NHRA champion Cruz Pedregon, was unveiled with a special paint scheme featuring the Wounded Warrior Project logo to honor these American heroes. The car also included a one-of-a-kind “camo” design, created by Snap-on associate Chad Langhoff. The “Wounded Warriors” Snap-on Funny Car will race July 8-10 at the Chicago NHRA Nationals in Joliet, Ill.

#### **About Wounded Warrior Project**

The mission of the Wounded Warrior Project™ (WWP) is to honor and empower wounded warriors. WWP’s purpose is to raise awareness and to enlist the public’s aid for the needs of injured service members, to help injured servicemen and women aid and assist each other, and to provide unique, direct programs and services to meet their needs. WWP is a national, nonpartisan organization headquartered in Jacksonville, Fla. To get involved and learn more, visit [woundedwarriorproject.org](http://woundedwarriorproject.org).

#### **About Snap-on**

Snap-on Incorporated (NYSE: SNA) 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. For additional information on Snap-on, visit [www.snapon.com](http://www.snapon.com).

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