



**NEWS RELEASE**

*For Immediate Release*

For More Information, Contact:

Lynn Konsbruck

312-768-7362

[lkonsbruck@maxmarketing.com](mailto:lkonsbruck@maxmarketing.com)

## **Snap-on's "More Answers, *Faster*" Contest & Sweepstakes**

*How Does Getting More Answers Faster Help You? Share Your Story With Us.*

**LINCOLNSHIRE, Ill., June 28, 2010** – Snap-on announces the "More Answers, *Faster*" contest and sweepstakes for U.S., Canada (except Quebec) and Puerto Rico, running through July 30, 2010. To participate, simply send in your story about how your Snap-on diagnostics platform and software give you the answers you need to get the job done and you could win \$1,000, \$500 or \$250.

In 100 words or less, participants are asked to describe a diagnostic and vehicle repair problem, and how Snap-on Diagnostic domestic and Asian bundle software or optional European software solved the problem, with technical detail (testimonial).

The top three testimonials will be awarded one of three prizes: grand prize: \$1,000; 2<sup>nd</sup> prize: \$500; 3<sup>rd</sup> prize: \$250. In addition, the first 100 customers who send in their stories will receive a \$50 Snap-on certificate.

"How does getting more answers faster help you? Whether you're a technician or shop owner, we're looking for people who use Snap-on diagnostic tools every day and have a great story to tell about it," said Bill Bruno, vice president of marketing for Snap-on Diagnostics. "The 'More Answers, *Faster*' contest and sweepstakes is our opportunity to thank you for being a loyal customer and sharing your story."

For information or official contest rules, contact your Snap-on representative or visit <http://diagnostics.snapon.com/answers>.

### **About Snap-on Diagnostics:**

Snap-on Diagnostics is part of Snap-on Incorporated, leading global innovator, manufacturer and marketer of tool, diagnostic and equipment solutions for professional tool users. Products are sold through its franchised dealer van, company-direct sales and distributor channels, as well as over the Internet. Founded in 1920, Snap-on is headquartered in Kenosha, Wisconsin.

###