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Snap-on Enjoys a Thrilling Formula Drift Season

KENOSHA, Wis. – October 23, 2009 – The recently completed Formula Drift season was another great success for Snap-on, as the most innovative tool company in the world served as the official tool for this one-of-a-kind motorsports competition series. The final race of the season was held October 16-17 in Irwindale, Cal.

“Our franchisees and customers were ecstatic to be involved with the Formula Drift series this year,” said Alicia Smales, vice president of marketing for Snap-on Tools. “We had several great customer events at the races and we even added a limited edition Formula Drift tool storage box that has been very well received. Our Formula Drift involvement allowed us to interact with a whole new facet of Snap-on Nation.”

In addition to serving as the “Official Tools” of Formula Drift, Snap-on had an on-site presence at all race venues, providing fans an interactive opportunity to see firsthand the latest Snap-on has to offer.

Drifting is a high-skill, high-powered motor sport that calls for drivers to control a 200 horsepower to 700 horsepower car while it slides sideways at high speed through a marked course. It is similar to rally racing, but is held on a closed course and judged on execution and style rather than finishing the course fastest.

To find out more about the Snap-on X-TS (Extreme Tool Storage) series of tool storage boxes, including the Formula Drift Box (KRA2411POX), visit www.snapon.com or contact your Snap-on franchisee.

To learn more about Snap-on tools and the Snap-on racing program, visit www.snapon.com/racing.

About Snap-on Tools

Snap-on Tools is a subsidiary of Snap-on Incorporated, a leading global innovator, manufacturer and marketer of tools, diagnostics and equipment solutions for professional users. Product lines include hand and power tools, tool storage, diagnostics software, information and management systems, shop equipment and other solutions which are used by technicians and professionals at vehicle dealerships and repair centers and in the marine, powersports and aviation industries. Snap-on Tools is one of the largest non-food franchise companies in the world, selling its products through more than 4,500 franchisees worldwide and through company-direct sales and over the Internet. Snap-on Incorporated, which was founded in 1920, is a \$2.9 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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