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## **Snap-on Expands Relationship with NHRA Legend Cruz Pedregon**

**KENOSHA, Wis. – January 14, 2010** – Building on a successful 18-year relationship, Snap-on Tools announced today that it will be expanding its partnership with NHRA legend Cruz Pedregon. In 2010, Snap-on will serve as the primary sponsor for Cruz's NHRA Funny Car team.

"We are excited to continue our partnership with Cruz Pedregon," said Alicia Smales, vice president of marketing for Snap-on Tools. "Cruz has been an outstanding ambassador for Snap-on for the past 18 years and we look forward to another great season in 2010. Whenever Cruz appears at a Snap-on function with our franchisees and customers, the feedback is phenomenal. While expanding our relationship with Cruz, we will also continue our sponsorship of Cruz's brother Tony and his Funny Car team. We are excited to help both Cruz and Tony race for the Funny Car championship this year."

A two-time NHRA Funny Car world champion, Cruz Pedregon started his NHRA career in 1987 and has been one of the most consistent and successful drivers for over 20 years.

"One of the characteristics that makes Cruz stand out as a spokesperson for Snap-on is that he runs his own business, just like our franchisees and many of our customers," continued Smales. "His everyday experiences on and off the track resonate with our customers in many ways. What is even more appealing about Cruz is that although he is a nationally recognized athlete, he is a very friendly and approachable guy who gets along with everyone. We could not ask for a better representative of Snap-on."

"I am thrilled and honored to be expanding our partnership with Snap-on," said Cruz Pedregon. "We have had a tremendous relationship for 18 years and Snap-on has truly been a first-class partner every step of the way. Our racing team and I want to thank everyone at Snap-on for their continued support of our team. To be the best, you have to be associated with the best, and there is no question that Snap-on has the best tools and the best people around."

To learn more about Snap-on tools and its racing program, visit [www.snapon.com/racing](http://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](http://www.snapon.com).

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