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Snap-on Nation has Spoken: Cruz Pedregon to Wear “Chrome Catcher” Helmet Design in 2011

KENOSHA, Wis. – January 25, 2011 – The polls have closed; the election is over and Snap-on Nation has spoken. With over 44 percent of the vote, the design “Chrome Catcher” was selected as the winning candidate in the “Pick Cruz’s Helmet” contest. Cruz Pedregon will now wear the “Chrome Catcher” on his helmet for the 2011 NHRA season.

“What a fun and creative way to start our race season,” said Pedregon. “Most of the Snap-on Facebook fans are either Snap-on franchisees or Snap-on customers so this was a great way to get them all involved with the Snap-on Funny Car team. The one thing I have learned in almost 20 years of being associated with Snap-on is that they always listen to their customers so I will wear the ‘Chrome Catcher’ proudly knowing it was the choice of Snap-on Nation.”

“We had four great designs to choose from for Cruz’s helmet so I know the choice was not easy,” said Sara Scarlato, manager, communications for Snap-on Tools. “We want to thank all our Facebook fans who participated in this contest. We had a great time with it and I know Cruz is happy with the winning design. We hope to conduct more interactive polls on Facebook this year so keep checking the Snap-on Facebook page for more details.”

The “Chrome Catcher” was selected among four choices by Snap-on’s Facebook fans. Over 2,300 votes were cast in the contest. The voting was conducted from Jan. 20 until Jan. 23. Pedregon will show off the winning helmet design when the 2011 NHRA season kicks off Feb. 24-27 at the NHRA Winternationals in Pomona, Calif.

To learn more about Snap-on Tools and its 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, power sports and aviation industries. Snap-on Tools is one of the largest non-food franchise companies in the world, selling its products and services through franchisee, company-direct, distributor and Internet channels. Snap-on Incorporated, which was founded in 1920, is a \$2.4 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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