



NEWS RELEASE
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Snap-on NO COMPROMISE TOUR™ Heads to Northern California

KENOSHA, Wis. – October 8, 2008 – The Snap-on Tools NO COMPROMISE TOUR™ is heading to Northern California with stops scheduled for Fremont (Oct. 18), Santa Rosa (Oct. 21), San Mateo (Oct. 23), San Jose (Oct. 25), Modesto (Oct. 27) and Salina (Oct. 29).

“The NO COMPROMISE TOUR™ is designed to give ‘Snap-on Nation’ an interactive opportunity to see firsthand the newest and most exciting products Snap-on has to offer,” said Alicia Smales, vice president of marketing for Snap-on Tools. “We wanted to create an informative, but fun, traveling tour that would appeal to everyone and I know we have accomplished that with the NO COMPROMISE TOUR™.”

The Snap-on Tools NO COMPROMISE TOUR™ is open to the public and provides visitors with the opportunity to speak with Snap-on officials about how Snap-on tools can help them get the job done faster and easier. This unique expo includes interactive tool demos, displays and Snap-on’s one-of-a-kind show car, the Glo-mad™ ’57 Chevy. Don’t miss a chance to see the best of Snap-on.

NO COMPROMISE TOUR™ Northern California Dates

Date	Time	City (Location)
Oct. 18	11 am - 5 pm	Fremont – WyoTech, 200 Whitney Place
Oct. 21	4 - 9 pm	Santa Rosa – Sonoma County Fairgrounds, 1350 Bennett Valley Rd.
Oct. 23	4 – 9 pm	San Mateo – San Mateo Fairgrounds, 2495 South Delaware St.
Oct. 25	TBA	San Jose – Snap-on Diagnostics, 550 Hellyer Ave.
Oct. 27	4 - 8 pm	Modesto – Modesto Junior College, West Campus, 435 College Ave.
Oct. 28	4 - 8 pm	Salinas – Wendy’s, Between Costco and Wal-Mart, 1369 N. Davis

About Snap-on Tools

Snap-on Tools Company, LLC is 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 is one of the largest non-food franchise companies in the world, selling its products through more than 4,000 franchisees worldwide and through company-direct sales and over the Internet. Snap-on Tools is a subsidiary of Snap-on Incorporated, which was founded in 1920 and is a \$2.8 billion, S&P 500 company headquartered in Kenosha, Wis. For additional information on Snap-on, visit www.snapon.com.

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