



NEWS RELEASE

For Immediate Release
to U.S. Publications

For more information, contact:

John Lancot
Maximum Marketing
(312) 768-7376
jlancot@maxmarketing.com

NO COMPROMISE TOUR™ Hometown Stop a Huge Success

Over 2,500 Attend Kenosha Event

KENOSHA, Wis. – August 25, 2009 – It was an exciting and busy day at Snap-on in Kenosha, Wis., on Tuesday, August 18, as the NO COMPROMISE TOUR™ made its inaugural hometown visit. More than 2,500 people came out, including a mix of Snap-on customers, franchisees, associates and area residents, to the public event which included interactive tool demos, displays and Snap-on's one-of-a-kind show car, the Glo-mad™ '57 Chevy.

"What a tremendous day for everyone associated with Snap-on," said Tom Ward, president, Snap-on Tools Group. "We had two great events, one earlier in the day for our associates and the NO COMPROMISE TOUR™ event that was open to the public. Both were resounding successes as we had great feedback from customers and our franchisees, well as the general public and our associates."

Snap-on National Hot Rod Association (NHRA) drivers Cruz and Tony Pedregon were on hand to sign autographs and take pictures with visitors during both events. There were also 250 classic and custom cars on display, including vehicles by the world-renown Ringbrothers and Troy Trepanier's "Rad Rides" customized cars. In addition, the inspirational Michael Roman, an amputee who recently set multiple land-speed records, sent his land-speed car for the event, fresh off the salt of Bonneville.

Continuing its travels around the country, the Snap-on Tools NO COMPROMISE TOUR™ is open to the public and offers visitors the opportunity to meet with Snap-on franchisees and associates and learn how Snap-on® tools can help them get the job done faster and easier. To find exact locations and times of upcoming tour stops for the Snap-on NO COMPROMISE TOUR™, visit www.snapon.com/nocompromisetour.

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.

###