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Snap-on Tools NO COMPROMISE Tour™ Heads to South Dakota

KENOSHA, Wis. – August 23, 2010 – The Snap-on Tools NO COMPROMISE Tour™ is heading to South Dakota with a stop scheduled for August 27- 29 at the Kool Deadwood Nites event in Deadwood, S.D.

“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, the Snap-on chopper 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. For more information, 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 \$2.4 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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