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For More Information, Contact:
Sara Scarlato
(262) 656-5350
sara.scarlato@snapon.com

Snap-on Facebook Community Tops 56,000

KENOSHA, Wis. – July 7, 2010 – The Snap-on community on Facebook is the online place to be with more than 56,000 members of Snap-on Nation connecting to the company to learn its latest news and communicate with other fans of Snap-on. Snap-on has seen rapid growth of its fan base on Facebook, increasing seven-fold in the past 12 months.

“We have been very pleasantly surprised by the popularity of the Snap-on Facebook page. It has become an online destination for our fans to learn about new products, share their stories and interact with each other,” said Sara Scarlato, manager, communications for Snap-on Tools. “The page features a wealth of information including news from InnovationWorks, information about franchise opportunities and the schedule of our NO COMPROMISE TOUR™. Facebook has become an important part of our marketing mix, allowing us to swiftly communicate with Snap-on enthusiasts and keep up-to-date on our customers’ changing needs.”

The Snap-on Facebook page can be found at <http://www.facebook.com/SnaponTools>. Once on the Snap-on page, click “Like” to be connected to thousands of members of Snap-on Nation. The page features information about product innovations, hand tools, power tools, tool storage, franchise opportunities, the NO COMPROMISE TOUR™ and Snap-on Racing, including Snap-on’s sponsorship of Cruz Pedregon.

“We’d like to invite everyone to join our Facebook community. It’s easy to become a fan and get the latest news from Snap-on, interact with others and provide important feedback to us. In fact, we are in the process of creating special promotions available exclusively to our Facebook community, so look for these incredible opportunities coming later this month,” continued Scarlato.

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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