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SNAP-ON TOOLS UNVEILS WWW.AINTSTREETLEGAL.COM TO CHRONICLE BUILD OF COMMEMORATIVE CLASSIC CAR WITH DR. NEON

Web site, project to celebrate the build and engage enthusiasts

KENOSHA, Wis. (May 1, 2007) – What’s next after the cable TV motorcycle and street rod reality shows? How do you bring together everyone who loves cool cars in an innovative, communal project?

These were the questions at Snap-on Tools Company as they confronted the dilemma that success brings. The Snap-on custom Chopper has been traveling the world for nearly three years, and continues to draw large crowds at shows and events. How do you follow up a home run like that? The answer will unveil itself starting now at www.aintstreetlegal.com.

“Working with another TV show was a possibility,” explained Alicia Smales, vice president, marketing for Snap-on Tools. “But it only works in one direction. People sit and watch. We wanted to get our customers, franchisees and everyone who might be interested involved and participating.”

So rather than building their next project – a custom car based on a classic design – in two hours on TV, the story will unfold in real time online.

Webcams will capture the daily activity; video summaries will be posted as significant milestones pass, and discussion groups will be asked for their input on design and construction. There will be places to post their own stories of their projects and pictures of their cars. They will be able to talk to the crew doing the car—they will be part of the project. There will also be a contest to name the car.

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Snap-on Unveils www.aintstreetlegal.com

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"It will be a total Web 2.0 experience," Smales said, "building the car live in an online community setting."

The actual construction will take place in Asheville, NC, under the direction of motorcycle and street rod customizer, Dr. Neon, whose most recent project was an Air Force Thunderbirds motorcycle that was auctioned at Barrett-Jackson earlier this year.

Dr. Neon will assemble a crew of celebrities, specialists and partner companies to assist with the Snap-on project, which will be completed in time for this year's Specialty Equipment Marketing Association (SEMA) show in Las Vegas.

Known for his innovative use of neon lighting, Dr. Neon will surely incorporate the medium into the rebirth of the car. Everything else, however, is still up in the air.

"I won't really know what's going to happen until I start taking it apart," he said. "I know it will be cutting-edge with music, lights, a flat screen television – the works. But it'll still be a classic street rod. The art is in creating a modern, kinetic vehicle that is still recognizable as the classic car that it has always been."

Dr. Neon is practically a legend among bikers and street rodders for his signature neon "Glo-job" spark plug wires. For almost 20 years, his famous eye-catching neon plug wires have given nighttime appeal to tricked-out bikes and street rods. A set can be found on the famous Snap-on custom Chopper.

Snap-on Tools Company, LLC 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 for vehicle manufacturers, dealerships and repair centers, as well as customers in industry, government, agriculture and construction. Products are sold through its franchisees, company-direct sales and distributor channels, as well as over the Internet. Founded in 1920, Snap-on is a \$2.5 billion, S&P 500 company headquartered in Kenosha, Wisconsin. For additional information on Snap-on, visit www.snapon.com.

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