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**FOR IMMEDIATE RELEASE**

**BASIC INSTINCT: A NEW SCREWDRIVER HAS ARRIVED FROM SNAP-ON**

*Unprecedented design combines torquing power, spinning speed and fingertip control*

KENOSHA, Wis. (Aug. 7, 2007) – Forget everything you thought you knew about screwdrivers. No more blisters, no more slippery handles and best of all, no more rolling off of your workbench. Snap-on's new Instinct™ Screwdriver reinvents the age-old tool with features technicians want.

Snap-on listened to feedback from people who actually use tools – the technicians themselves – and incorporated it into the development of the new Instinct. It comes as no surprise then that the handle design of both the hard and soft grip versions of the tool were rated higher than any other brand in a survey of technicians.

With blended, curved sides and a triangular shaped handle, the Instinct provides more output and increased leverage, giving it an average of 10 percent more turning power than competitive models. The tool boasts an intercore material that maximizes the torque to force ratio between the handle and the blade. This means, more of the energy put into the tool comes back out.

In addition to added power, the Instinct is especially durable with chemical and corrosion resistant handles and vapor blasted tips that improve the grip on the screwhead and protect Snap-on's chrome finish.

Built for speed, the screwdriver features a multi-faceted handle with a round, hard neck to aid spinning and reduce slippage. The tool's six flutes provide fingertip control while spinning to increase productivity and efficiency. The non-abrasive, ergonomic design of the handle conforms to the user's hand and works naturally with the user so no matter how the tool is held, it feels right.

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*Instinct Screwdriver*

*p.2*

The Instinct is available with a soft grip handle for ultimate comfort and protection against blisters, or a hard grip handle for oily work and easy clean-up. Both models feature a molded tip identifier and come in three bright colors (red, green and orange) to make locating the right screwdriver a snap. And with anti-roll flats on the handle, the Instinct will always be right where you put it.

Flat tip and Phillips Instinct screwdrivers are available in three different tip sizes - .035, .040 and .050 inches.

Customers can find out more about the Snap-on Instinct™ Screwdriver by visiting [www.relyonyourinstinct.com](http://www.relyonyourinstinct.com) or [www.snapon.com](http://www.snapon.com); contacting their local Snap-on representative; or by calling toll free 877-SNAPON-2 (877-762-7662).

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](http://www.snapon.com).

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