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Who Needs a Limo for Your Wedding When You Have a Snap-on Mobile Store?

KENOSHA, Wis. – November 24, 2008 – Going to the chapel...in a Snap-on mobile store? When Snap-on franchisee Alex Dean of Findlay, Ohio was making his wedding plans with his future wife Amanda last June, they decided there was no need to rent a limousine for the wedding when Dean's Snap-on tool truck was available to do the job.

"When we were sent a photo of Alex and Amanda getting ready to hop in Alex's Snap-on mobile store after their wedding, we called Alex to see what the picture was all about," said Alicia Smales, vice president of marketing for Snap-on Tools. "Amanda and Alex decided that since the wedding and reception were in the same place, there was no need for a limo when Alex's mobile store could be their transportation. Some of their friends wrote 'Just Married' on the truck and tied cans to the back. The happy couple has begun their new life together, and Snap-on was there from the start."

Dean became a Snap-on franchisee in January 2007 and serves customers throughout the Findlay, Ohio area. He said that it was his wife's idea to ride in the Snap-on mobile store on their wedding day.

"Amanda said that since Snap-on is such a big part of my life, it made perfect sense," said Dean. "We sure got a lot of attention. People were taking pictures with their cell phones and customers were calling when they saw us. It was a great day."

About Snap-on Tools

Snap-on Tools Company, LLC is 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 is one of the largest non-food franchise companies in the world, selling its products through more than 4,000 franchisees worldwide and through company-direct sales and over the Internet. Snap-on Tools is a subsidiary of Snap-on Incorporated, which was founded in 1920 and is a \$2.8 billion, S&P 500 company headquartered in Kenosha, Wis. For additional information on Snap-on, visit www.snapon.com.

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