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Snap-on Franchisee Conference Deemed a Huge Success

Franchisees Get Back to Basics and Look to Future during 3-Day Event

KENOSHA, Wis. – August 5, 2009 – What happens in Vegas won't stay in Vegas after Snap-on's three-day franchisee conference held July 24-26 at the South Point Hotel in Las Vegas, Nev. Nearly 2,000 Snap-on franchisees attended the event for the largest gathering of mobile tool franchisees in the industry. The conference included an 85,000 square foot Product Expo, as well as business seminars and entertainment. Snap-on franchisees will use the information and knowledge they gained at the conference to run their own businesses more efficiently and, more importantly, help their customers become more productive and profitable.

"Snap-on franchisees are the industry experts when it comes to tools and information to help technicians in their jobs," said Tom Ward, president of Snap-on Tools. "Our three-day conference is a perfect example of Snap-on's commitment to our franchisees, making sure they stay ahead of the curve when it comes to business skills, productivity solutions and the latest advancements in technology.

"This year we took a 'back-to-the basics' approach, helping our franchisees improve their product knowledge and understanding of industry trends, while giving them the resources they need to run their businesses as efficiently as possible. We also gave them a look into the future by introducing our latest product innovations and demonstrating how those Snap-on innovations will help technicians be more productive each and every day."

On display were the latest hand tools, power tools, diagnostic tools and tool storage innovations from Snap-on. Franchisees were able to try out the new products and meet with product managers to learn how these tools will help their customers. Seminars focused on improving business performance and the customer experience, as well as productivity, innovation and efficiency.

"This was the best conference we have ever held and it generated a lot of great ideas," continued Ward. "The feedback from the franchisees has been extremely positive; they are really enthusiastic about the future of their business and the future of Snap-on."

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 \$2.9 billion, S&P 500 company headquartered in Kenosha, Wis. For additional information on Snap-on, visit www.snapon.com.

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