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# Join Snap-on Nation on Facebook

*Rapidly Growing Fan Base has Topped 7,600*

**KENOSHA, Wis. – June 3, 2009** – The on-line place to be is the Snap-on Facebook page where more than 7,600 members of Snap-on Nation have become fans of the company. Snap-on has seen rapid growth of its fan base on Facebook, increasing ten-fold since January.

“We’d like to invite everyone to join Snap-on’s growing Facebook community. This exciting social networking tool allows us to swiftly communicate with Snap-on enthusiasts and keep a finger on the pulse of our customers’ changing needs,” said Alicia Smales, vice president of marketing for Snap-on Tools. “The Snap-on Facebook page is a great place for our fans to share their stories and interact with each other. In addition, the page features the schedule of our popular NO COMPROMISE TOUR™.”

Facebook is currently the most widely used social networking service in North America, allowing users to rapidly interact in a variety of ways, including posting photos, uploading videos, and commenting on discussion boards. Content is constantly being added and the majority of users visit Facebook numerous times a day.

It takes just minutes to sign up for Facebook by visiting [www.facebook.com](http://www.facebook.com). Once you have set up your account, use the search tool in the upper right hand part of the screen to locate “Snap-on Tools.” Select the Snap-on Tools page, click on “Become a Fan” and you’ll be connected to thousands of members of Snap-on Nation.

“All it takes is a few easy steps and our customers will have the ability to view the latest news from Snap-on Tools, interact with each other and provide important feedback to us,” continued Smales.

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

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