



**NEWS RELEASE**  
For Immediate Release

**For More Information, Contact:**  
John Lanctot  
Maximum Marketing  
(312) 768-7376  
[ilanctot@maxmarketing.com](mailto:ilanctot@maxmarketing.com)

# Snap-on Has Gone Mad with “Instant Madness Rebates”

*Snap-on Program Provides Huge Savings for Customers*

**KENOSHA, Wis. – April 20, 2009** – Since the madness of March is over, it is now time for Snap-on’s own version of madness, “Instant Madness Rebates.”

“Snap-on’s Instant Madness Rebate program is a great opportunity for our customers to purchase items that they may have been putting off, like our state-of-the art EPIQ tool storage unit or the most advanced hand-held diagnostic tool on the market, VERUS™,” said Alicia Smales, vice president of marketing for Snap-on tools. “We have a new lower rebate amount for smaller purchases and huge rebates for larger contracts. We may be mad at Snap-on to offer such great rebate options, but we always strive to help our customers be more productive and profitable.”

To qualify for the “Instant Madness Rebate” program, contracts must be written and purchased between March 30 and May 29, 2009. The rebate options include:

- Net sale of \$1,000 gets a \$100 instant rebate
- Net sale of \$2,500 gets a \$300 instant rebate
- Net sale of \$5,000 gets a \$700 instant rebate
- Net sale of \$7,500 gets a \$1,500 instant rebate

Customers can find out more about the terms and conditions of the Snap-on “Instant Madness Rebates” by contacting their local Snap-on franchisee or calling toll free 877-SNAPON-2 (877-762-7662).

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

###