



NEWS RELEASE
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Get Two Great Snap-on Starter Sets for Price of One

*Buy 17-Piece 3/8-inch Drive Metric Deep Ratchet/Socket Set;
Get 17-Piece 3/8-inch Drive Metric Shallow Ratchet/Socket Set FREE*

KENOSHA, Wis., October 8, 2010 – Snap-on, through participating franchisees, is offering an incredible opportunity to get “started” in the right direction with the Snap-on “Starter Pack” promotion (STARTERSETPK). For a limited time, when you buy Snap-on’s 17-Piece 3/8-inch drive metric deep ratchet/socket set from a participation franchisee you will get Snap-on’s 17-Piece 3/8-inch drive metric shallow ratchet/socket set for free.

“This is a great offer at an even better price,” said Alicia Smales, vice president of marketing for Snap-on Tools. “These are indispensable, productivity-enhancing tools that most every service tech will use on a daily basis. We are making both sets available for the price of one because we want techs that are just starting out to learn the great value of owning Snap-on tools. We also want to give our existing customers an opportunity to make their current tool set even better.”

The 17-piece 3/8-inch drive metric deep ratchet/socket starter set includes:

- One long handle ratchet
- 12 3/8-inch drive metric deep sockets - 8mm to 19mm
- Two knurled extensions – 3-inch and 6-inch
- One 5/8-inch spark plug socket
- One universal joint

The 17-piece 3/8-inch drive metric shallow ratchet/socket starter set includes:

- One standard handle ratchet
- 12 3/8-inch drive metric shallow sockets - 8mm to 19mm
- Three wobble extensions – 1-inch, 3-inch and 6-inch
- One 12-inch breaker bar

The Snap-on “Starter Pack” (STARTERSETPK) promotion is available for a limited time only through participating franchisees. Quantities are limited and no other discounts or trade-ins will apply. To learn more details, contact your Snap-on representative or visit www.snapon.com.

About Snap-on Tools

Snap-on Tools 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 which are used by technicians and professionals at vehicle dealerships and repair centers and in the marine, powersports and aviation industries.

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Snap-on Tools is one of the largest non-food franchise companies in the world, selling its products through more than 4,500 franchisees worldwide and through company-direct sales and over the Internet. Snap-on Incorporated, which was founded in 1920, is a \$2.4 billion, S&P 500 company located in Kenosha, Wis. with operations throughout the world. For additional information, visit www.snapon.com.

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