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Snap-on Media Information Now Available in Spanish

KENOSHA, Wis. – August 3, 2010 – The Snap-on news Web site, <http://news.snapon.com>, has gone bilingual as Snap-on press releases will now be available in Spanish.

“We felt it was imperative to add a Spanish-language news section to our Web site,” said Sara Scarlato, manager, communications for Snap-on Tools. “With the increasing number of Spanish-language media outlets that have expressed interest in covering Snap-on coupled with the growing number of Spanish-speaking Snap-on customers, this new resource will serve as an important tool to get out the word out about all the great things happening at Snap-on.”

In addition to press releases about the latest Snap-on tools, programs and promotions, news about the Snap-on motorsports program is also featured in the Spanish-language section of the site.

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. 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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