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## Snap-on Video Podcasts Now Available on iTunes

**KENOSHA, Wis. – December 9, 2010** – Looking for the latest “must see” episode of Snap-on TV on the internet? Look no further as Snap-on video podcasts are now available for free on iTunes. Just search the iTunes store for “Snap-on TV” and subscribe to the podcasts.

“Our new video podcast channel on iTunes is a great way for our franchisees and customers to access our product videos wherever and whenever they want,” said Sara Scarlato, manager, communications for Snap-on Tools. “There is a great assortment of videos to choose from that provide product information, installation instructions and demonstrations on the best tools and equipment in the business.”

The Snap-on TV iTunes channel features over 50 videos covering such topics as tool storage, diagnostics, hand tools, power tools and specialty tools. To make it easy to find the video podcasts you are looking for, the Snap-on TV iTunes page lists the videos by product number or product category, providing a brief description of each one. Additional Snap-on video podcasts will be added to iTunes in the future.

Customers can find out more about Snap-on tools by contacting their participating Snap-on franchisee, visiting [www.snapon.com](http://www.snapon.com) or by calling toll free 877-SNAPON-2 (877-762-7662).

### **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, power sports and aviation industries. Snap-on Tools is one of the largest non-food franchise companies in the world, selling its products and services through franchisee, company-direct, distributor and Internet channels. 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](http://www.snapon.com).

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