



NEWS RELEASE
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Up to \$2,000 in Instant Rebates with Snap-on's "The Doubler" Rebate Program

Double Rebates on Featured Tool Storage, Diagnostics Products

KENOSHA, Wis. – December 6, 2010 – You can't go wrong with Snap-on's "The Doubler" instant rebate program. Not only are there standard rebates on all Snap-on products, but Snap-on will double your rebate if you purchase a featured Snap-on tool storage unit or diagnostic product from a participating Snap-on franchisee or representative.

"If you made a New Year's resolution to upgrade your Snap-on tool storage unit or diagnostic tools, now is the perfect time with 'The Doubler' rebate program," said Alicia Smales, vice president of marketing for Snap-on Tools. "In addition to double rebates on select Snap-on products, standard rebates are available on all of our other products, so this is the ideal opportunity to check some items off your wish list."

The featured Snap-on tool storage units that are eligible for a double rebate include KRL7023 Master Series roll cabs, KRA2418 Classic 96 Series roll cabs, KRL1022 Series roll cabs and all EPIQ double and triple bank roll cabs. In addition, the Snap-on diagnostics products eligible for the double rebate include the VERDICT™ diagnostic system (EEMS324), the VERUS® workstation (EAK0294B33) and the VERUS® diagnostic system (EEMS323).

To qualify for "The Doubler," you must purchase one or more of the new featured products on an Extended Credit contract* between November 1, 2010 and January 31, 2011. The rebate options include:

- **Net sale of \$2,500-\$4,999** - \$250 instant rebate/\$500 instant rebate on featured products
- **Net sale of \$5,000-\$7,499** - \$500 instant rebate/\$1,000 instant rebate on featured products
- **Net sale of \$7,500-\$9,999** - \$750 instant rebate/\$1,500 instant rebate on featured products
- **Net sale of \$10,000-plus** - \$1,000 instant rebate/\$2,000 instant rebate on featured products

Customers can find out more about the terms and conditions of Snap-on's "The Doubler" rebate program by contacting their local participating Snap-on franchisee or by calling toll free 877-777-8455.

*All contracts subject to Snap-on Credit approval at time of sale. Not everyone will be approved. Standard terms and fees apply, taxes and document fees extra. Minimum net sale to qualify for an instant rebate is \$2,500. Featured products are in limited quantity.

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.

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