



NEWS RELEASE
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The Doubler Returns: Up to \$2,000 in Instant Rebates

Double Rebates on Featured Tool Storage, Diagnostics Products

KENOSHA, Wis. – March 8, 2011 – Snap-on's "The Doubler" instant rebate program is back and better than ever, offering not only standard rebates on all Snap-on products but double rebates if you purchase a featured Snap-on tool storage unit or diagnostic product from a participating Snap-on franchisee or representative.

"The previous offers of 'The Doubler' were so well received by our customers that we thought we'd do it again," said Rick Secor, director of marketing communications for Snap-on Tools. "We are offering the same great double rebates on select tool storage and diagnostics tools as well as standard rebates on all of our other products. Now is a great time to take advantage of this limited time offer because 'The Doubler' will officially end on 4/30."

The featured Snap-on tool storage units that are eligible for a double rebate include all Tool Utility Vehicles (TUVs) including the KRLT and KRLP series, the 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™ workstation, the VERDICT™ diagnostic system, the VERUS® workstation and the VERUS® diagnostic system.

To qualify for "The Doubler", you must purchase one or more of the new featured products on a Snap-on Credit Extended Credit contract* between February 1, 2011 and April 30, 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 Extended Credit contracts subject to Snap-on Credit approval. 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, 2801 80th Street, Kenosha, WI 53141 phone (262) 656-5200

distributor and Internet channels. Snap-on Incorporated, which was founded in 1920, is a \$2.6 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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