



NEWS RELEASE
For Immediate Release
To U.S. Publications Only

For More Information, Contact:
Sara Scarlato
(262) 656-5350
sara.scarlato@snapon.com

Snap-on Nation Continues to Show its Love: Tops 100,000 Facebook Fans for Valentine's Day

KENOSHA, Wis. – February 14, 2011 – Snap-on® Nation continues to show its love of all things Snap-on including the Snap-on Facebook page which has topped the 100,000 fan threshold.

"We want to thank all of the Snap-on fans who have made our Facebook page a fun and interactive place for Snap-on Nation to meet and engage," said Sara Scarlato, manager, communications for Snap-on. "Our franchisees, customers and associates have really embraced this social media forum as a great communication device."

The Snap-on Facebook page can be found at <http://www.facebook.com/SnaponTools>. Once on the Snap-on page, click "Like" to be connected to more than 100,000 members of Snap-on Nation. The page features information about product innovations, hand tools, power tools, tool storage, franchise opportunities, the NO COMPROMISE TOUR™ and Snap-on Racing, including Snap-on's sponsorship of Cruz Pedregon.

"We have had some very lively discussions as well as some useful suggestions posted on the Snap-on Facebook page," said Scarlato. "We encourage more people to become fans and join the conversation. We love the dialogue and the feedback."

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 \$2.6 billion, S&P 500 company located in Kenosha, Wis. with operations throughout the world. For additional information, visit www.snapon.com.

#

