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“Torque It Up” More with Snap-on’s Free Cordless Screwdriver Promotion

Buy 31-Piece 1/4-inch Metric Set; Get Cordless Screwdriver with Clutch Free

KENOSHA, Wis. – April 5, 2011 – Need something to tide you over until bolts can unscrew themselves? Snap-on is here to help. For a limited time, Snap-on will give you a free cordless screwdriver (CTS561CL) when you purchase the 31-piece 1/4-inch general service set (131TMPBCTS).

“Our customers are always looking for ways to increase productivity while saving time,” said Gerry Beronja, director of customer marketing for Snap-on. “Our 31-piece 1/4-inch general service set is the perfect combination of sockets, extensions and screwdrivers to make life a lot easier. And with a free cordless screwdriver with your general service set purchase, you can ‘torque up’ your business even more.”

This special promotion is available through participating Snap-on franchisees only. Limited quantities are available while supplies last. Customers can learn more by contacting their Snap-on franchisee or representative, visiting 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 \$2.6 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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