



NEWS RELEASE
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“Torque It Up” with Snap-on’s Ratchet Socket Promotion

*Buy 10-Piece 1/2-inch Metric Deep Socket Set;
Get 10-Piece 1/2-inch Metric Shallow Socket Set and 1/2-inch Ratchet Free*

KENOSHA, Wis. – January 10, 2011 – Don’t settle for good when it comes to your ratchets and sockets. Get the best: Snap-on. For a limited time, Snap-on is making it very easy to get the best with its 2011 ratchet and socket promotion.

“Techs use ratchets and sockets all day long so they need the best to get the job done,” said Alicia Smales, vice president of marketing for Snap-on tools. “Snap-on ratchets and sockets are superior when it comes to performance, power and durability. With this special Snap-on promotion, there is no reason not to ‘torque it up’ and make sure you have the best sockets and ratchets in your tool box.”

When you buy a 10-piece 1/2-inch metric deep socket set (310TSMPK), Snap-on will give you a 10-piece 1/2-inch metric shallow set (310TWMYA) and 1/2-inch ratchet (S80) for free. This special promotion is available through participating Snap-on franchisees only. Limited quantities are available and this offer expires Feb. 28, 2011.

Customers can find out more about the Snap-on ratchet and socket promotion by contacting their Snap-on 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 \$2.4 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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