



NEWS RELEASE

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Get Into Gear with “5TH GEAR” Rebates From Snap-on

KENOSHA, Wis. – May 21, 2012 – Snap-on is promoting its largest instant EC rebate program ever with its new “5TH GEAR” program, offering up to \$2,500 in instant rebates on select Snap-on® product sold by participating franchisees to customers on qualified EC contracts.

“The ‘5TH GEAR’ rebate program is designed to help our customers shift their businesses into a higher gear this spring and summer,” said Jeff Howe, national sales manager for Snap-on Tools. “Snap-on tools are always a good investment and, with double rebates up to \$2,500 on select Snap-on diagnostic equipment and tool storage units, there’s never been a better time to invest in those Snap-on productivity-enhancing products.”

Between now and July 27, 2012, a net purchase of \$2,500 or more from a participating franchisee made on an approved EC contract* can be eligible for instant rebate savings, and Snap-on customers can double the amount when they purchase featured items such as VERUS®, VERDICT™, VERUS & VERDICT work stations, all EPIQ roll cabs, and Masters Series tool storage (KRL1023, KRL1032, and KRL1033) on EC.

The Snap-on “5TH GEAR” rebate program runs through July 27, 2012 and has five escalating rebate levels:

- Net sale on EC** of \$2,500 = \$250 instant rebate, \$500 instant rebate with featured products
- Net sale on EC** of \$5,000 = \$500 instant rebate, \$1,000 instant rebate with featured products
- Net sale on EC** of \$7,500 = \$750 instant rebate, \$1,500 instant rebate with featured products
- Net sale on EC** of \$10,000 = \$1,000 instant rebate, \$2,000 instant rebate with featured products
- Net sale on EC** of \$12,500 = \$1,250 instant rebate, \$2,500 instant rebate with featured products

Customers can find out more about the terms and conditions of the “5TH GEAR” rebate program from Snap-on by contacting their local participating Snap-on franchisee or by calling toll free 877-777-8455.

*To qualify for an instant rebate, a qualified customer must purchase approved product on an EC contract from a participating franchisee with a net sale of \$2,500 or more and the contract must be accepted for the program no later than July 27, 2012. All EC contracts, financing, rates and terms are subject to credit approval at time of the sale and the terms of the preferred EC form, and must be for business/commercial purposes. Not all customers qualify and not everyone will be approved. Finance charges begin accruing at contract inception at the rate and terms in the EC contract. Taxes and costs of financing, such as charges for filing UCC statements, are extra. In the event customer fails to make payments when due, the terms of the EC contract will apply and late or NSF charges may be due. There is only one rebate per EC contract.

** Net Sale is equal to unpaid balance of the new purchase before the rebate is applied. Contracts must be dated and purchased before July 27, 2012.

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 \$2.9 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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