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

Snap-on Digital Catalog a Big Hit with Customers

Over 45 Million Page Views

KENOSHA, Wis. – October 24, 2012 – Since its debut in 2010, the [Snap-on digital catalog](#) has proven to be popular among members of Snap-on Nation with more than 45 million page views to date.

“When we first launched our digital catalog, we wanted to meet the needs of those accessing our catalog from mobile devices like smart phones, laptops and tablets,” said Sara Scarlato, manager, communications for Snap-on. “We never imagined we would see so many visits and page views in such a short period of time. It’s great to know that our digital catalog is proving to be a useful tool for our customers.”

In addition to PC users accessing the popular tri-lingual Snap-on digital catalog through the website <http://buy1.snapon.com/bluetoad>, a [downloadable app](#) at the App Store for iOS devices has more than 600 pages of the latest Snap-on® tool and equipment offerings, letting users browse and see the products in great detail. From hand tools and power tools to tool storage and diagnostics, the ordering process is simple – just touch the tool on the screen and order directly through the app.

Customers can learn more about the Snap-on digital catalog by contacting their participating Snap-on franchisee or representative, visiting www.snapon.com or by calling toll free 877-SNAPON-4 (877-762-7664).

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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