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Snap-on Goes Into Overdrive with 4x4 Rebates

Escalating Rebate Program Offers up to \$2,000 in Instant Rebates

KENOSHA, Wis. – January 17, 2012 – Four months, four tiers and four escalating rebate amounts make for savings in overdrive with the new Snap-on 4x4 in Overdrive rebate program. Between now and April 27, 2012, a Snap-on purchase of \$2,500 or more made on an approved EC contract is eligible for instant rebate savings ranging from \$250 to \$2,000.

“We wanted to give our customers a great start to the year with the Snap-on 4x4 in Overdrive rebate program,” said Rick Secor, director of marketing communications for Snap-on Tools. “With savings up to \$2,000, it’s the perfect time to make an investment in Snap-on diagnostic equipment, a new tool storage unit or any of our innovative tools designed to make you more productive every day.”

Snap-on’s 4x4 in Overdrive rebate program runs through April 27, 2012 and has four escalating rebate levels:

- **Net sale* of \$2,500** - \$250 instant rebate
- **Net sale* of \$5,000** - \$750 instant rebate
- **Net sale* of \$7,500** - \$1,250 instant rebate
- **Net sale* of \$10,000** - \$2,000 instant rebate

Customers can find out more about the terms and conditions of Snap-on’s 4x4 in Overdrive rebate program by contacting their local participating Snap-on franchisee or by calling toll free 877-777-8455.

*To qualify for an instant rebate, approved customers must purchase any approved product on an extended credit (EC) contract dated no later than April 27, 2012 and with a net sale of \$2,500 or more and the contract must be accepted and purchased by Snap-on Credit no later than April 27, 2012. All EC contracts are subject to credit approval at time of the sale and the terms of the preferred EC form. The EC program is only available to businesses and professional technicians for use in same and may not be used for consumer transactions. 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. Only one rebate per EC contract.

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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