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Snap-on Surpasses 250,000 Facebook Fans

KENOSHA, Wis. – August 20, 2012 – Snap-on Nation on Facebook just keeps on growing. The Snap-on Facebook fan count recently surpassed the 250,000 mark and the number of fans continues to rise.

“We want to thank the fans who make our Facebook page the go-to destination for Snap-on Nation,” said Yvette Morrison, vice president of marketing, Snap-on Tools Group. “With over a quarter million fans and growing, the Snap-on Facebook page is an important resource for us to learn from our customers about their thoughts, interests and needs. It is a popular meeting place for our franchisees, customers and associates to interact and share information on a daily basis.”

The Snap-on Facebook page can be found at www.facebook.com/SnaponTools. Once on the page, visitors can click “Like” to be connected to more than 250,000 members of Snap-on Nation. The page features information and conversation about product innovations, hand tools, power tools, tool storage, franchise opportunities, the Snap-on Masters of Metal Tour™ and Snap-on Racing, including the Snap-on sponsorship of Cruz Pedregon.

“Whether you want to get helpful tips, engage in meaningful discussions or provide useful suggestions, the Snap-on Facebook page is the place to be,” said Morrison. “There are always some interesting conversations taking place on our Facebook page and we hope more people will join in the fun and dialogue.”

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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