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Snap-on Tool Storage Goes “Rogue” with Special Rogue Status Skins

KENOSHA, Wis. – March 13, 2012 – Snap-on and Rogue Status, one of today’s hottest West Coast brands, have teamed up to create four, limited edition “Graphix Series” skins for Snap-on® tool storage units.

“Snap-on, the most innovative tool company in the world, is thrilled to team up with Rogue Status, a cutting edge brand, to create these unique skins for our tool storage units,” said Dan Voelz, product manager for Snap-on. “Many of our customers like to individualize their tool storage units and these Rogue Status skins will really make a statement in the service bay.”

The four, limited edition “Graphix Series” skins are available for the KRL1022C series roll cabs and KRA2411 Classic 78 series roll cabs from Snap-on. Rogue Status’ signature “Gunshow” design has been modified featuring the silhouettes of several Snap-on tools and is available in three colors: extreme green, white and electric orange. The fourth tool storage skin features the famous Rogue Status “Don’t Trust Anyone” (DTA) design.

Customers can learn more about the new limited edition Rogue Status skins for Snap-on tool storage units by contacting their participating Snap-on franchisee or representative, visiting www.snapon.com/toolstorage or by calling toll free 877-SNAPON-4 (877-762-7664).

About Rogue Status

Rogue Status is a collective initially spearheaded by Rob Dyrdek, Jo Esbensen, and Rex Holloway that creates edgy designs in order to extort response and dialogue. Much of their work is done in direct reference from global current events. What started just a couple of years ago has since grown into an internationally-recognized streetwear/lifestyle brand, with a store in downtown Venice Beach, Calif. and worldwide distribution.

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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