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Snap-on Franchisee Conference Hosts Record Number of Attendees, Highlights Innovation

Three-day Event Focuses on Franchisee Success

KENOSHA, Wis. – August 22, 2013 – More than 2,850 franchisees attended the annual Snap-on Franchisee Conference (SFC) at the Gaylord Opryland Resort and Convention Center in Nashville, Tenn., Aug. 16 – 18. The three-day business conference hosted a record number of franchisees, and the gathering of over 7,000 represented the largest Snap-on event in its 93-year history. The conference highlighted the latest product innovations from Snap-on and offered franchisees the opportunity to focus on productivity, best practices in sales and financial management, while experiencing hands-on demonstrations of the latest in products and technology from Snap-on.

“Our annual conference gives us a chance to reconnect in a meaningful way with our franchisees, who are the core of our business,” said Tom Kassouf, president, Snap-on Tools Group. “The event allows Snap-on franchisees the opportunity to speak directly with Snap-on engineers, product managers, manufacturing and customer care associates and management. We firmly believe that together, we are stronger than ever.”

The 2013 SFC featured a stunning 150,000-square-foot Product Exposition highlighting the latest innovations in hand tools, power tools, diagnostics, tool storage, and shop and tech equipment available exclusively from Snap-on. Nearly 160 new products were showcased at the “Rhythm & Tools” themed conference. Of particular note were advanced capability torque wrenches, diagnostics solutions, cordless ratchet and impact wrench power tools, special edition tool storage units and productivity enhancing hand tools. The exposition also featured a Productivity and Profit Center which highlighted the latest in technology and mobile applications, as well as safety solutions franchisees can apply while operating their business. In addition to the Product Expo, franchisees filled the “Learn More, Earn More” seminars that provided real insight into advancing each franchisee’s business success, as well as techniques for enhancing their customers’ experience.

The three-day event hosted franchisees at entertainment activities that included fireworks, the Tennessee State marching band, and the bands Driven Bow and McKenzies Mill. The evening was highlighted by an emotional performance by Grammy-winning recording artist Lee Greenwood along the Cumberland River.

“Each year our goal is to strengthen our network while reinforcing the personal relationships that are at the core of Snap-on Tools’ business model. We provide franchisees with the support and interaction to help grow their business and build their customer base. Our franchisees’ response to that support continues to be extremely positive and their optimism about their business is encouraging for all of us,” said Kassouf. “The SFC gives Snap-on Tools the opportunity to better understand how our associates can contribute to every franchisee’s success.”

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About Snap-on Tools

Snap-on Tools is a subsidiary of Snap-on Incorporated, a leading global innovator, manufacturer and marketer of tools, equipment, diagnostics, repair information and systems solutions for professional users performing critical tasks. Products and services include hand and power tools, tool storage, diagnostics software, information and management systems, shop equipment and other solutions for vehicle dealerships and repair centers, as well as for customers in industries, including aviation and aerospace, agriculture, construction, government and military, mining, natural resources, power generation and technical education. 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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