



NEWS RELEASE

For Immediate Release

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Snap-on Franchisee Conference Introduces Latest Innovations, Equips Franchisees for Success

KENOSHA, Wis. – August 20, 2014 – The Snap-on Tools Franchisee Conference (SFC), held in Orlando, Florida, played host to more than 8,000 registered attendees this past weekend; including principals representing more than 3,000 North American routes as well as their families and guests. The three-day business conference showcased industry-leading products, informative business seminars and new programs and promotions to help Snap-on franchisees succeed; as well as celebrating the Snap-on Tools network and the achievements of individual franchisees.

“The annual SFC has set attendance records for the past five years, one indication of the exceptional health of our network,” said Tom Kassouf, president, Snap-on Tools Group. “Investing in the success of our franchisees has remained the focus of Snap-on Tools; and the SFC, our largest event of the year, highlighted the positive results of that strategy. The conference brings together an extensive array of experts, products and programs to assist franchisees in planning and growing their businesses. With the help of this conference and our history of successful SFCs, our franchise network has never been stronger.”

Highlights of this year’s Product Expo included new Snap-on® Lithium cordless power tools and accessories; exciting expansions of best-in-class tool storage options; award winning hand tools; productivity enhancing undercar and shop equipment; the latest in hand held diagnostics solutions for automotive technicians and heavy duty mechanics; and exciting new lighting and measurement offerings. Franchisees had the opportunity to try out the new products and learn more about how their innovative features provide productivity benefits for their customers.

A special moment for the gathering was the unveiling of a Snap-on tribute American flag made entirely of *Snap-on* tools. Sitting atop a *Snap-on* 84” Epic Roll Cab, the flag is comprised of 2,087 tools, each designed and manufactured by Snap-on in its American plants. The tools are finished in “Old Glory Red, White, and Blue,” and “*Snap-on* Chrome”. The stripes are made up of 263 Flank Drive® Plus combination wrenches in a mix of metric and standard sizes. The blue star background required more than 1,500 *Snap-on* 1/4” drive sockets, and the white stars are 8mm open end crowfoot wrenches, five per star for the 50 stars.

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Events included sales and financial management skills seminars, as well as business updates; “live build” of a full size, 65,000 piece, LEGO® replica of the Green Fusion Snap-on Roll Cab featured at the Product Expo; entertainment by America’s Got Talent® finalist MASS ENSEMBLE; a Snap-on Tools exclusive evening at Universal’s Islands of Adventure®; and the giveaway of a customized 2014 Harley Davidson Street Bob and a Factory Five MK4 Roadster with a Ford® Racing 5.0 Coyote engine to commemorate the 2014 SFC.

For more information about the Snap-on franchise opportunity, visit SnaponFranchise.com.

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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 \$3.1 billion, S&P 500 company located in Kenosha, Wis. with operations throughout the world. For additional information, visit www.snapon.com.