

Release: **IMMEDIATE**

## **Snap-on Receives Automotive Communication Award for 90<sup>th</sup> Anniversary Logo**

**KENOSHA, Wis., November 12, 2010** – Snap-on Incorporated (NYSE: SNA) was recently honored with a business-to-business Automotive Communication Award (ACA) for its 90<sup>th</sup> Anniversary logo. The award was presented during the Car Care Council Women’s Board (WB) reception held on Nov. 2 at the Automotive Aftermarket Products Expo (AAPEX) in Las Vegas, Nev.

The award-winning logo was created for Snap-on by THIEL Design of Milwaukee, Wis. to commemorate Snap-on’s 90 years of delivering the most valued productivity solutions in the world.

“We are truly honored to be recognized by the Car Care Council Women’s Board for our 90<sup>th</sup> Anniversary logo,” said Alicia Smales, vice president of marketing for Snap-on Tools. “This special logo celebrates Snap-on’s long history of designing and manufacturing the most innovative tools in the industry. From the original Snap-on interchangeable socket set in 1920 to the wireless VERDICT™ diagnostics and information system of today, one thing has always stood strong: Snap-on’s continued commitment to making work easier for our customers.”

The Automotive Communications Awards are sponsored by the Women’s Board and supported by the Automotive Communication Council. The awards applaud companies/agencies that provide automotive information through outstanding advertising, marketing and public relations efforts.

The Women’s Board is comprised of professional women and men, including company executives, service shop owners, service writers, motor sports figures, association executives and consultants, who are dedicated to informing female audiences about proper vehicle maintenance and safety, while encouraging young people to investigate automotive career choices. For more information about the Car Care Council Women’s Board, visit <http://women.carcare.org> or e-mail [womensboard@carcare.org](mailto:womensboard@carcare.org).

### **About Snap-on**

Snap-on Incorporated is a leading global innovator, manufacturer and marketer of tools, equipment, diagnostics, repair information and systems solutions for professional users. 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 customers in industry, government, agriculture, aviation and natural resources. Products and services are sold through the company’s franchisee, company-direct, distributor and Internet channels. Founded in 1920, Snap-on is a \$2.4 billion, S&P 500 company headquartered in Kenosha, Wisconsin.

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