

Release: IMMEDIATE

Service Technicians Name Snap-on Best in Five Categories in 2011 *Frost & Sullivan* Survey

Snap-on Sets Preference Record in Three Categories

KENOSHA, Wis. – September 23, 2011 – Snap-on Incorporated (NYSE:SNA), a leading global innovator, manufacturer, and marketer of tools, diagnostics, equipment, software and service solutions for professional users, was once again the overwhelming choice of service technicians in the *2011 United States (U.S.) Automotive Technicians' Choice: Evaluation of Automotive Tools*. In the survey conducted by *Frost & Sullivan*, Snap-on® products were chosen the overall best brand in hand tools, tool storage, scan tools, power tools, and pneumatic/air tools, and set a service technician preference record in three of those categories.

“Snap-on is honored once again to be recognized by *Frost & Sullivan* and automotive technicians for designing and manufacturing the most innovative, productive, repeatable and reliable tools in the world,” said Tom Kassouf, president of the Snap-on Tools Group. “Our deep connections to our customers, strengthened through the reach of thousands of Snap-on Tools Franchisees, provide advantages in developing the products they need to improve their efficiency and productivity. Based on the results of this survey, we are achieving our goal of meeting our customers’ expectations. We thank all of our customers for their ongoing support, loyalty and input on how we can continue to deliver unique productivity solutions.”

For the sixth consecutive year, Snap-on was the number-one selection among service technicians in the hand tools category. The 75 percent of service techs who picked Snap-on as best brand represented a record high for the category since *Frost & Sullivan* began conducting the survey. Snap-on far outdistanced the second ranked brand, which was chosen by only eight percent of those surveyed. An example of Snap-on’s continuing innovation in hand tools is the Wire Stripper/Crimper/Cutter (PWCS7), a popular hand tool among technicians today. Its compact design works well in confined areas such as under the dash or within electrical service enclosures. Technicians appreciate the ease-of-use in tight places, the serrated gripping nose and the precision-ground stripping holes.

As it has for every year since the survey started, Snap-on was rated first when it came to tool storage. In 2011, a record 68 percent of service technicians rated Snap-on the best brand. The next nearest competitor was favored by only 12 percent of the respondents. Snap-on’s industry-leading Clear Coat Series offers the highest shine finish ever created for tool storage. Designed to add depth and a mirror-like gloss, the Clear Coat enhances performance with superior resistance to harsh chemicals, chipping, scratching and abrasion. The clear top coat allows the base color to remain intact under the toughest shop conditions. In the event of minor wear, the top coat is easy to refinish, keeping the tool storage unit looking as good as new.

Snap-on also far outranked the competition when it came to scan devices. With a record 62 percent choosing Snap-on over the next nearest competitor (16 percent), Snap-on was the number-one choice of professional service technicians for the sixth consecutive year. The Snap-on SOLUS Ultra™ is the latest example of cutting-edge technology in this category. This full-function scan tool boasts a “steady-charge” battery, best-in-class seven-inch widescreen display and touch screen operation. SOLUS Ultra™ provides enhanced coverage for 40 makes and OEM-specific coverage for the new systems techs are servicing, including hybrids, TPMS, steering, body controls, EVAP, clean diesels and more.

Forty-nine percent of respondents ranked Snap-on as the best brand when it came to power tools, an increase of seven percentage points from the 2010 results. The nearest competitor in this category was chosen by only 11 percent of surveyed technicians.

In only its second year as a category, Snap-on was the pick once again when it came to pneumatic/air tools, with 44 percent of service technicians naming Snap-on as their first choice. Snap-on’s latest innovation in pneumatic tools is the PT400 Series of die grinders. These classic tools now provide more power and speed, improving productivity in the repair shop, while giving technicians the comfortable and durable performance they would expect from Snap-on.

“Since *Frost & Sullivan* started researching U.S. automotive technicians with regards to the types of tools and diagnostic equipment they use, Snap-on is the one name that has stood out above all other brands,” said *Frost & Sullivan* global director Tonya Fowler. “To be voted ‘overall best’ year after year indicates Snap-on’s continued commitment to meeting the demands of its customers, and as being a leader in innovative productivity solutions for U.S automotive technicians.”

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation, and leadership. The company’s Growth Partnership Service provides the CEO and the CEO’s Growth Team™ with disciplined research and best practice models to drive the generation, evaluation, and implementation of powerful growth strategies. *Frost & Sullivan* leverages over 50 years of experience in partnering with Global 1000 companies, emerging businesses, and the investment community from more than 35 offices on six continents. To join our Growth Partnership, please visit www.frost.com.

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 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 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 \$2.6 billion, S&P 500 company headquartered in Kenosha, Wisconsin.

For additional information on Snap-on, visit www.snapon.com or:

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