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Frost & Sullivan: Automotive Technicians Name Snap-on Best in Six Categories

KENOSHA, Wis. – Sept. 21, 2010 – Snap-on Incorporated (NYSE:SNA), a leading global innovator, manufacturer and marketer of tools, diagnostics, equipment, software and service solutions for professional users, announced that Snap-on® was named the overall best brand in six categories including hand tools, power tools, pneumatic/air tools, tool storage devices, scan tools and floor jacks in the 2010 survey *United States (U.S.) Automotive Technicians' Choice: Evaluation of Automotive Tools*.

“Snap-on is honored to be recognized by Frost & Sullivan and automotive technicians throughout the country again this year,” said Tom Kassouf, president of Snap-on’s tools business. “This is especially gratifying because our customers are the ones who select the award winners. Based on the results of this research, we are very proud that automotive technicians continue to choose Snap-on as their brand of choice for supplying and servicing high productivity, dependable and innovative products to help them do their jobs faster, easier and safer.”

By an overwhelming selection, Snap-on continues to lead the hand tools category four years running with 70 percent of U.S. technicians ranking Snap-on the number one overall best hand tool brand, versus 8 percent selecting its nearest competitor. Among the innovative hand tools that service technicians have come to rely on is the Snap-on ¼” drive metric low profile ratchet/socket set. It works well in under-dash cramped quarters, under cowls on late model pickup trucks, transmission bolts on transverse mounted engines and torque converter belts. Technicians appreciate the accessibility and versatility of this set as an everyday tool in their shop.

Technicians again gave high ratings to Snap-on in the power tools category by an even larger margin than the previous year, with 42 percent choosing Snap-on as the best overall power tool, making this the third consecutive year that Snap-on leads the category. Its closest competitor was chosen by just 8 percent of respondents. One of Snap-on’s newest power tools is the 3/8” micro cordless impact wrench. It provides power and speed in a small package, delivering up to 50 ft lbs of maximum torque output, while delivering 2500 RPMs and 3,000 blows per minute to get the job done quicker.

A new category in the 2010 survey is the pneumatic/air tools category. U.S. automotive technicians rated Snap-on as the top brand at 45 percent compared to 20 percent by its nearest competitor.

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Snap-on continued to lead the tool storage category, rated number one overall by 63 percent of those surveyed and far out-ranking its nearest competitor at 8 percent. Snap-on has been the leader in the tool storage category every year since the annual research began. Snap-on's innovative EPIQ tool storage unit is the first storage unit powered to work the way that technicians do. Designed for auto repair in the 21st Century, EPIQ is a complete productivity system, making it an ideal unit to securely store sophisticated diagnostics and cordless tools as well as laptops, cell phones, iPods or digital cameras. A limited edition EPIQ is now available to commemorate Snap-on's 90th anniversary.

The perennial industry leader in scan tools, Snap-on was again selected as the category front-runner for the fourth year in a row. Almost half (46%) of the service technicians surveyed ranked Snap-on first compared to 9% percent by its nearest competitor. Snap-on's latest example of cutting-edge innovation in the scan tool category is the VERDICT™ diagnostic and information system – delivering everything that diagnostics should be. With today's interdependent vehicle controls, it's not as simple as pulling a code. Technicians piece together the right diagnosis from multiple clues. VERDICT puts everything in their hands, anywhere in the shop.

In the floor jack category, Snap-on was once again rated the top brand in survey results. Nineteen percent of U.S. technicians ranked Snap-on as the best, higher than its nearest competitor at 16 percent. Snap-on's 2-½ ton Hydraulic Service Jack (YA700B) is a perfect example of a rugged floor jack well known by service technicians for its ease of operation.

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

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

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