

For immediate release

Snap-on New 2001/2002 Title Sponsor of “Dream Car Garage” on Speedvision

Mississauga, Ontario, November 23, 2001 — *Dream Car Garage*, one of the most popular programs on the Speedvision network, has a new major sponsor this season — the world’s most well known name in professional tools.

Snap-on Tools of Canada Ltd. is a new title sponsor of *Dream Car Garage*, the Canadian-produced program aimed at dedicated do-it-yourself classic car restorers, collectors, enthusiasts and hobbyists who work in their own home garages. Snap-on was an associate sponsor of the program during the 2000/2001 season.

“We’re very pleased and excited to be a title sponsor of *Dream Car Garage*,” said Brian D. Ross, Vice-President – Sales, Snap-on Tools of Canada Ltd.

“We felt that this was an excellent opportunity to enhance Snap-on’s brand exposure not only in Canada but also across North America. *Dream Car Garage* reaches both professional and non-professional tool users who believe in using the best tools, so the program’s target audience is consistent with both our professional customer base, and our retail customer base at *snapon.com*. It’s a very logical association for Snap-on,” he said.

“We were actually quite aggressive in pursuing Snap-on as a title sponsor because we felt there was a good fit with our audience,” said Peter Klutt, the co-host and executive producer of *Dream Car Garage*.

“We felt strongly that our audience is people who would use *Snap-on*® tools — people who appreciate fine quality tools for maintaining and restoring their classic and vintage automobiles, and Snap-on represents high quality. We’re very pleased to have Snap-on be part of the program.”

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As a title sponsor of *Dream Car Garage*, Snap-on will have a strong presence on the program. As well, *Snap-on*® tools and equipment will be featured in a six-segment portion of the program, called "Building the Dream Garage". This program segment is about building and equipping the ultimate home garage for do-it-yourself classic car restoration and maintenance. It will cover everything from proper flooring, to tool storage, workstations, memorabilia, hoists and compressors for the "dream garage".

Dream Car Garage is produced by Westward Wind Productions of Milton, Ontario. The 13-episode program, now beginning its third season, airs 104 times per season from February to February. Episodes air six times per week on Speedvision in weekday evening primetime slots, and on Saturday and Sunday afternoons.

"Naturally, we hope that this is just the beginning of a long association between *Dream Car Garage* and Snap-on," said Peter Klutt.

"We'll review our commitment at the end of the 2001/2002 season and will continue our relationship with *Dream Car Garage* as long as it makes sense for Snap-on to be associated with the program," said Brian Ross.

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