



For Immediate Release

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## **Snap-on Tools Partners with Great American Tool Company for Premium Line of Knives and Sharpeners**

**Deerfield, IL (July 1, 2008)** - Great American Tool Company, Inc. has partnered with Snap-on Tools for a new line of knives and knife sharpeners to be sold under the Snap-on brand. The Snap-on product launch consists of 12 knives and 2 knife sharpeners. The license arrangement was handled by JRL Group, Snap-on's brand licensing agency.

Since 1920, the Snap-on brand has earned a reputation of quality by only offering the best products directly to the professional mechanic and industrial customer. Automotive professionals regard the Snap-on brand as the #1 brand in tools.

All of the products are of the highest quality and were developed with the serious do-it-yourselfer, tradesmen and automotive professional in mind.

The knife line consists of 12 items and includes high quality materials such as genuine stag and G-10 composite handles, 440 stainless steel blades and 420-J2 stainless steel liners.

The knife sharpener line consists of 2 items and includes high quality materials such as ABS, carbide sharpening elements and alumina ceramic sharpening hones.

The Snap-on line of knives and sharpeners will be available at select retail locations including Ace Hardware and Bass Pro Shops.

### **About Great American Tool Company**

Buffalo, NY based Great American Tool Company, Inc. founded in 1989, is a major supplier of knives and sharpeners to the Automotive, OEM, Law Enforcement, Military and Retail channels of distribution. For more information about Great American Tool Company, Inc. visit [gatcosharpener.com](http://gatcosharpener.com)

### **About Snap-on Tools**

Snap-On Incorporated is a leading global developer, manufacturer and marketer of tool and equipment solutions for professional tool users. Product lines include hand tools, power tools, automotive diagnostics and shop equipment, tool storage products, automotive diagnostics software and other solutions for the transportation service, industrial, government, education, agricultural, and other commercial applications, including construction and electrical. Products are sold through its franchise dealer van, company direct sales and distributor and Internet channels. Founded in 1920, Snap-on is a \$2.4 billion; S&P 500 Company headquartered in Kenosha, Wisconsin, and employs approximately 11,500 people worldwide.

**About JRL Group, Inc.**

JRL Group is a full service licensing and marketing agency specializing in the development and extension of corporate brands, trademarks, and sports properties. JRL Group licensing services include strategic planning, equity analysis, product concepting, administration and royalty management. JRL Group represents a broad range of clients in automotive, retail, sports, and home fashion industries. JRL Group is headquartered in Deerfield, Illinois. The company's website address is [www.jrlgroup.com](http://www.jrlgroup.com).