

# Warm thoughts

from MASS ENERGY

## PERSONALLY SPEAKING

### we'll never leave you in the lurch

Dear Friends,

It always amazes us how many homeowners are left high and dry by their fuel companies when the weather gets a little rough. Every winter we get calls from customers who tell us they were let down in some way by their fuel provider, and this year was no exception.

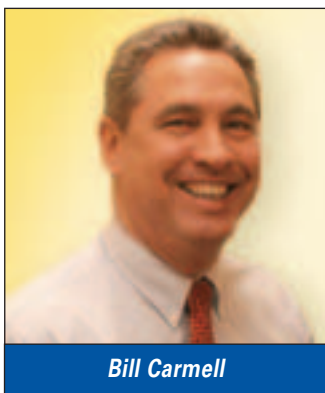
One customer called us because his fuel company didn't deliver his fuel simply because he had an icy driveway. No one bothered to call or notify him, and he had to take it upon himself to call the company when he noticed he was almost out of fuel. Even then, he was told he'd have to wait several days for a delivery.

Now, I always ask myself, if a company is that lackadaisical for a simple fuel delivery, what would happen in an emergency?

**our promise**

At Mass Energy we make sure we're

always accessible to our customers, and if one of our drivers has a problem making a delivery, we resolve the problem immediately. And if you have an emergency—like no heat—we guarantee we'll be there *within four hours* to put it right.



Bill Carmell

This past winter our ability to provide service was put to the test several times. And I'm proud to say we came through with flying colors every time. The way I look at it—great service isn't just a perk, it's our job. And we not only "talk the talk," but we "walk

the walk." Once again, thank you for continuing to trust us with your family's heating and cooling needs.

Warmly,

Bill Carmell

Bill Carmell

### cut heating bills by one-third

With the cost of running a home so high, it's more important than ever to save money where you can. One of the best ways to do that is by replacing

*Great financing options available.*

**No money down and  
low monthly payments.**

*Call for details.*

older heating equipment.

As part of our continuing effort to provide our customers with the latest in energy-saving technology, we're pleased to tell you about the new Weil-McLain Ultra Oil Boiler, which has one of the highest operating efficiencies of any oil boiler on the market. Replacing your old system with a Weil-McLain Ultra oil boiler can cut your fuel use by *as much as 30%*, and virtually eliminate the expensive repairs and escalating maintenance costs often associated with aging equipment.

This level of efficiency not only gives you a great return on your investment, but it also ensures your new system will actually pay for itself in just a few years. Plus, we offer great financing options.

So if your heating system is more than 15 years old, why not consider replacing it now to start saving—and enjoying increased comfort and peace of mind? To find out more, call us or send in the enclosed reply card.



**Win  
a wide-screen  
plasma TV!**

Picture yourself in the comfort of your home, lying down with a bowl of popcorn, watching your favorite show on a wide-screen TV.

**Value:  
\$1,799!**

Read this newsletter and answer the questions on the enclosed reply card. All entries received by 7/2/07 with the correct answers will be entered into a drawing for the TV.

**Grand Prize: Panasonic 42-inch wide-screen TV, featuring the new Panasonic plasma panel, which can display 29 billion colors for an incredibly vivid picture!**

No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.



# MASS ENERGY

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- ✓ you could win a wide-screen plasma TV\*
- ✓ cut your heating bills

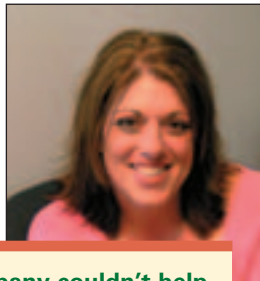
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## keeping you warm

Anyone can deliver fuel when winter temperatures are mild. But not all fuel companies keep enough fuel on hand or have the resources to keep their customers safe and warm when the weather gets cold and nasty.

Joanne McNeice of Pittsfield found this out. During the Valentine Day's ice storm, she noticed her fuel tank was almost empty and she called her fuel company to request an emergency delivery.

"They told me it would take a few days but I knew that would be too late," Joanne says. "Luckily, a friend of mine recommended I call Steve Daly at Sav-Mor Oil. He made sure a delivery truck came out to my house right away."



When Joanne McNeice's fuel company couldn't help her in an emergency, she turned to us for help.

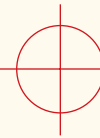
## referrals get you \$50

Do you know someone who needs an honest, expert home comfort provider?

When you refer a friend, family member or neighbor to us and they become a customer on automatic delivery, you will BOTH receive a Mass Energy coupon worth \$50. It's that easy. Just fill in your referral's name and phone number on the reply card and return it to us. Or give us a call.



## ask the expert



**Q:** With energy prices and the weather being so volatile, it can be hard to manage a big winter fuel bill. Can you offer me any solutions?

**A:** You're not alone. Every year we get calls from customers caught in the same dilemma. And we always tell them about our **SmartPay** program, which allows you to spread out your fuel payments into 12 equal, monthly payments. A typical homeowner in our area who uses 800 gallons of fuel a year and normally spends about \$450 each month from December through March would have a full year to pay for his or her heat, lowering the monthly bill to about \$150.

**Q:** How do you figure out how much we pay every month?

**A:** Based on past fuel use, we estimate your heating costs for next season and divide it into 12 equal, monthly payments. If your actual fuel costs turn out to be a little higher or lower than we estimated, we'll make adjustments along the way.

For added convenience you can choose to have your payments automatically deducted from your checking account. You'll save on stamps, and you'll never be late with a payment.

If you're not currently on SmartPay, simply call us or mail back the enclosed card.



Office Manager Joanne Hennig explains how SmartPay lowers winter heating bills.