

Warm thoughts

from MASS ENERGY

PERSONALLY SPEAKING

faster service and more options

Dear Friends,

As we progress through our first heating season in our new, expanded offices, alongside our longtime business partner Sav-Mor Oil, we have much to look forward to.

Since our merger, we have been able to take our service to customers to the next level. Because our business is more cohesive and streamlined than ever, we can now offer you faster response times and better service options. And that's just the beginning.

We are already planning to offer an expanded range of residential services designed to give new meaning to the term "full service." Our goal is to provide you with a one-stop shop, not just



Bill Carmell



for your heating and cooling needs, but also for a growing list of premium, residential services.

And with programs like automatic delivery, service plans, 24-hour emergency service, quality installations and monthly payment plans, we will continue to offer you unparalleled service and convenience all year-round.

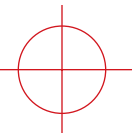
Please feel free to call us with any concerns or questions you may have.

Warmly,

Bill Carmell

Bill Carmell

ask the expert



Q: *What are the benefits of automatic fuel delivery?*

A: Automatic delivery is one more way we deliver responsive service to our customers. When you're on automatic delivery, we monitor your oil deliveries so you won't have to. This helps prevent run-outs due to faulty tank gauges or human error. Best of all, the service is FREE.



Lynn Hurd

Q: *Won't automatic delivery cost me more?*

A: No. Contrary to what some people think, automatic deliveries are NOT designed to help us make more money. The timing of deliveries is based on the weather, scheduled delivery routes and the amount of fuel each customer typically uses—*never* on the current price of oil. And we'll never deliver more oil than you've used, because we can't put more oil in your tank than there's room for. Full is full.

Q: *How do you know when I need more oil?*

A: Our computerized system tracks your fuel use history and day-to-day weather conditions to determine when you're running low, and that's when we schedule your delivery.

To switch over to FREE automatic delivery, please call our office or mail back the enclosed reply card.

win the ultimate washer and dryer set

The grand prize winner receives this ultramodern washer and dryer set with extra large capacity.

The answers to the questions on the enclosed reply card can be found inside this newsletter. All entries received by 4/30/07 with the correct answers will be entered into our drawing.



The LG Electronics front-loading washer and dryer can be stacked to save space, and provide superb washing and drying performance, excellent energy efficiency and intelligent fabric care.

\$2,748
total prize value!

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





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- ✓ win the ultimate washer/dryer*
- ✓ protect your tank, reduce your worries

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

Santa Claus or service tech?

Twas the morning of Christmas and all through the house, everybody was freezing 'cause the oil burner was out."

That was the situation Chip Hodgkins and his family woke up to one Christmas morning. "I called Mass Energy at 6 that Christmas morning, and within 20 minutes I got a call back from one of the owners," recalls Chip.

"I explained the problem, and in another 20 minutes — what to my wondering eyes should appear but a smiling technician and his trusty tool

box. Needless to say, our Christmas was saved. Mass Energy proved once again that when they promise great service, they mean it!"

As president of radio station WBRK

"Mass Energy proved once again that when they promise great service, they mean it!"

in Pittsfield, Chip deals with many businesses, but he's quick to point out Mass Energy's exceptional quality. "Mass Energy," he says, "is by far the best service provider I've ever had the pleasure of dealing with."

unparalleled service

If you lose your heat this winter, whether it's late at night, on a weekend or on a holiday, we guarantee you'll

get a person on the phone who can help. And in the event of an emergency, such as losing your heat or an oil tank leak, one of our on-call technicians

will be at your home **within four hours of your call**, weather permitting.

There are few companies that can provide their customers with this type of comfort guarantee!

protect your tank and your property

Enjoy the savings, comfort and personal service that oil heat provides without the worry of a leaking tank. Join our **Oil Tank Protection** program, which offers comprehensive coverage that includes all of the following:

- ✓ replacement of a leaking aboveground tank
- ✓ transfer of oil to a new tank



- ✓ removal of a leaking oil tank
- ✓ obtaining an oil tank permit
- ✓ replacement of a leaking fuel line or filter
- ✓ FREE oil line sleeve or safety valve with replacement of old lines

To find out more, please call us or return the reply

card enclosed with this newsletter.

SNAPSHOT

The key to a successful business is to always provide great customer service, says Steve Daly, founder of Sav-Mor Oil.

"That was my goal 17 years ago," he says. "I worked long hours and didn't get a lot of sleep, but I knew people were counting on me to fill up their tanks. I couldn't let them down."

Steve says another key to his success is listening to customers and giving them what they ask for. That's why he joined forces with Mass Energy three years ago.

"It allowed us to provide a more integrated range of services," he explains. "If a customer loses heat, now they can call me and feel secure that we'll be there to fix it just as soon as possible."

Even today, Steve often shows up for service calls. He knows his customers by name, and they trust him like he's family. "Customers appreciate the fact that they don't have to lose a day of work when there's a problem," he says, "because they can feel secure leaving me their keys."

Away from work, Steve is active in supporting the Eleanor Sonsini Animal Shelter, Berkshire County Kids' Place and the Elizabeth Freeman Center.



Steve Daly