

# Warm thoughts

from MASS ENERGY

## PERSONALLY SPEAKING

### we've been here before

Dear Friends,

**T**he so-called experts who make bold predictions about oil prices often get it wrong. No one knows what heating fuel prices will do next.

A lot will depend on how cold it gets or if another crisis erupts in an oil-producing country. These are just a few of the factors we can't control. Depending on how everything plays out, prices could rise even more. Or they could just as easily drop like a rock.

We know the high cost of heating oil causes you hardship. And we will do our best to help you through these difficult times, just as we've done before when prices have gone up. There were oil price shocks in the '70s, '80s and '90s, along with short-term crises like the price spike driven by Hurricane Katrina in 2005.



Bill Carmell

We survived them all—and kept our customers warm. *And in every case, prices eventually went down.*

Please remember we're not making exorbitant profits at your expense. We do our best to buy our fuel strategically so we can offer you a fair price throughout the heating season. You will never hear us say we ran out of fuel. It's never happened, and it never will.

And if you ever lose your heat on a cold night, we will be there to help. As a family-run, full service company, we've been taking care of—and keeping our promises to—our customers for 60 years. Please call us if we can do anything for you this winter.

Warmly,

Bill Carmell

Bill Carmell

### one happy customer's story

**W**hen Stephen Sallon's boiler broke down in the middle of a cold night last October, he was concerned about getting the heat back on for his family, particularly his elderly parents.

"The technician arrived within two hours and told us our boiler was cracked and needed to be replaced," recalls Stephen, a Mass Energy customer for 16 years. "They began removing the old unit as soon as the new one was ordered. Within two hours after they came, they were installing the new boiler, and it was up and running that day."

The work was "satisfactory in every way," he adds. That's a compliment coming from Stephen, an engineer who works on industrial boilers.

"Mass Energy was concerned about me and my family," Stephen says. "They were professional and friendly, and they came through for us when we needed help. In fact, the technicians were in a much better mood than I was at the time!"

The Sallons plan to recommend us to their friends and neighbors. "It's important to have a heating company you can count on in an emergency," Stephen says.



### giving you options

**A**lthough we can't give you an ironclad guarantee of savings when markets are this unpredictable, we do offer you options that can keep your fuel bills manageable. To protect you, every year we offer our SmartPay program with a guaranteed price, which many of you took advantage of this season.

Remember, it is always your choice to determine what works best for you.

We don't make more or less money based on your decision.

We will do our best to exceed your expectations in the areas we can control, such as unfailingly reliable service and a quick response to emergencies. We thank you for continuing to place your trust in us.





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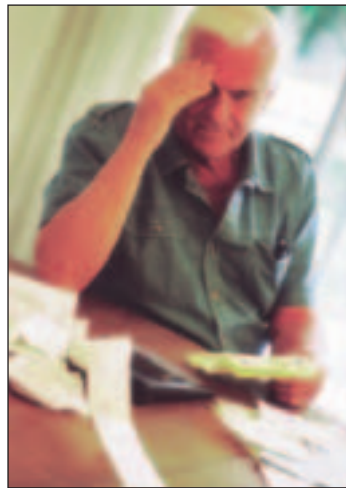
✓ financial help  
for heating bills

## what's fueling oil prices?

Once again, the high price of oil has us all wringing our hands in frustration. Surging global demand, combined with limited new supply, has been cited as the main underlying factor. But there are other reasons, including tensions in the Mideast, excessive speculation and a weakening dollar, which means one U.S. dollar buys less oil than before.

But, just as we've done before, we'll work through this difficult time together. As your oil dealer and energy partner, we're not part of the problem; we're part of the solution.

We strive to keep your equipment in peak condition. With the coldest months still ahead, it's important to have your heating system properly



maintained and have a safety check done. This is important for overall fuel efficiency and your family's security.

### what you can do

The best action you can take right now is to conserve fuel. For some great suggestions, go to [OilHeatAmerica.com](http://OilHeatAmerica.com) and [HeatYourHomeForLess.org](http://HeatYourHomeForLess.org).

Every step you take to use less heat can save you more and more money.

In these times of high oil prices, we appreciate your doing your part by making timely payments (see below).

As always, we're here to keep you safe and warm, no matter how terrible the weather, no matter how late the hour. You can count on us to be there when you need us—24 hours a day, 365 days a year.

## finding help to pay your heating bills

If you are having trouble paying your heating bills this winter, there are various energy assistance programs in Massachusetts. These have been designed to help eligible residents pay for heating fuel and other utilities.

As an example, the Low Income Home Energy Assistance Program (LIHEAP) provides assistance for both homeowners and renters. Most households also qualify for weatherization, utility discounts and emergency furnace repairs for homeowners.

In addition, Citizens Energy Heat Assistance has an oil heat program that provides

eligible households with a voucher for free home heating oil.

To find out more about these and other fuel

assistance programs in your area, visit [MassResources.org](http://MassResources.org) and click on the Energy Assistance link on the left side of the home page.



## thank you for your timely payments

We appreciate your diligence in getting your fuel payments to us on time.

With a steady cash flow we can make our own timely payments to our suppliers. This lets us purchase plenty of fuel in advance so we can maintain

a sufficient supply for you.

Your timely payments also enable us to offer payment options and other programs to make your life easier.

If you're having trouble keeping up with your payments, please call us. We're here to help.