

Warm thoughts

from MASS ENERGY

PERSONALLY SPEAKING

quality service you can trust

Dear Friends,

When it comes to your home comfort, you want a fuel company you can rely on.

In these challenging economic times, however, it's tempting to look for bargains.

Every year we hear stories about how some fuel dealers try to lure in new customers with "special" deals, only to renege on the promises later—or, in extreme cases, abandon their customers altogether. (Read about one such case on page 3.)

When you're a Mass Energy customer, you can always count on us to honor our commitments. If you ever need emergency service, we're here to help you, 24 hours a day, 7 days a week.



Bill Carmell

investing in improvement

To serve you more efficiently, we continue to invest in new technology. Many of our customers are enjoying the convenience of our new interactive website. You can log in to view current daily market prices and cap prices, pay your bills, request fuel deliveries or equipment service, and review your account balance.

Other technological developments at Mass Energy include our new dispatch software, GPS in our trucks and a wireless delivery system to serve you better.

These are just a few of the steps we're taking to make your life easier. Please let us know if there's anything we can do for you this season.

Warmly,

Bill Carmell

Bill Carmell

the rewards of protection

Last year most of our customers asked us to cap their price, and they reaped the rewards.

The average Mass Energy customer who signed up for our SmartPay with a Cap saved more than \$1,000 last year because their "downside" protection ensured that their price fell with the market. (Customers also would have saved money if market prices had gone above the cap.)

making choices

Other customers have enrolled in SmartPay with our daily market rate.



We estimate your fuel costs and spread your payments over time, so your fuel bills will be predictable.

If prices go down, as they did last year, you could accrue a credit balance. Many of our customers have applied that balance to pay for their cap protection and their fuel deliveries this season.

That will certainly be a big help with the holiday shopping season coming up. Turn to page 4 for details on signing up—online and offline.

our oldest heating system contest winner!

Congratulations to Maureen Masoero of Pittsfield, winner of our Oldest Heating System Contest. Maureen, a Mass Energy customer for 53 years, won a new heating system and couldn't be more thrilled. "I'm so glad I won it. It adds to the value of the house—and my comfort."

She explains that her old system was a real clunker. "We figured that it's probably about 50 years old, when the heater was converted to oil."





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- ✓ price information at your fingertips
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we're giving you more control over your pricing!

As it does with everything else these days, technology plays an important role at Mass Energy too. This is reflected in our new online system, which puts you in the driver's seat when it comes to decisions about price protection.

You can now view pricing and price cap information online. Plus, you don't have to feel



pressure to choose a program right away because you can enroll at any time on our website.

daily price changes

Because the price of oil changes every day, the price cap ceiling will also change daily. As a result, your ceiling cap price will go into effect the day you enroll.

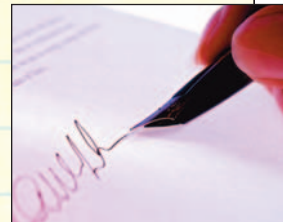
If you don't want a price cap, you can choose the floating market rate, which is competitively priced based on a statewide average of retail prices.

If you haven't already done so, why not take a few minutes to check out our new website and choose which pricing option is best for you.

Just go to MassEnergyOil.com and log on to My Account. If you don't have Internet access, you can visit our office or call us.

7 boilers, 7 oil tanks and one happy customer

When Stephentown attorney **Brian Baker** became our customer two years ago, he was looking for a reliable home comfort company to service seven boilers and fill seven oil tanks, located at his home, business and the apartment buildings he owns.



"The service has been exceptional," Brian says. "Deliveries are always prompt. Mass Energy is always efficient and responsive."

Last summer, we proved that when we came to the rescue after severe flooding damaged a furnace in one of the apartment buildings.

"Once the water was pumped out, Mass Energy installed a brand-new furnace and hot water storage system in just a day-and-a-half. They got everything up and running when they said they would," Brian says, adding that he—and his tenants—couldn't be happier.

tank protection gives peace of mind

Our Oil Tank Protection Plan protects against the high cost of replacing a leaking oil tank.

The plan covers the following: replacement of a leaking aboveground tank, transfer of oil to a new tank, removal of leaking tank, obtaining required permit, and replacement of leaking fuel line or filter.

The plan also includes a FREE oil

line sleeve or safety valve with the replacement of old lines.

To learn more, call us, return the reply card or go to MassEnergyOil.com.

