

Warm thoughts

from MASS ENERGY

PERSONALLY SPEAKING

our goal is to offer you the most efficient solutions

Dear Friends,

Our customers have been coming to us lately with some pretty provocative questions. Your inquiries help us serve you more efficiently and provide you with greater value. Here are two of your questions.

What's a smart way to weather price volatility in today's unpredictable world?

We always do our best to offer you the most competitive and fairest prices possible—and to help you weather price volatility. That's why last year we introduced our SmartPay program with a price cap option.

The plan lets you spread your estimated fuel costs over 12 months, making your payments more manageable and predictable. Plus, the optional price cap feature protects you from rising prices. But if prices fall, you pay the lower rate.

For your convenience, you'll be able to sign up for price protection all year. You'll also be able to enroll online in our price protection and monthly payment plans.



Bill Carmell

Watch for details.

How do you track the amount of fuel you deliver to customers' homes?

We use a new wireless delivery system to record the exact amount of fuel you receive. It's a highly accurate means of keeping track of your fuel usage.

We're always looking for innovative ways to serve you quickly and efficiently. That's why we take advantage of the latest technological tools whenever we can.

Have more questions for us? Don't hesitate to contact us. As always, we're interested in hearing from you.

Warmly,

Bill Carmell

Bill Carmell

WIN a new heating system!

Think your heating system might be an antique?

We're giving away a new heating system to the customer who wins our "Oldest Heating System" contest.

This contest is our way of helping **one lucky customer** conserve fuel and save hundreds of dollars on heating bills. Replacing an old fuel-guzzling system with a new **high-efficiency** model can reduce heating costs by up to a **third**.

If you think your system is old enough to qualify, enter the contest by telling us its **make, model** and **approximate age**. Fill in the enclosed reply card and send it back to us, along with a photo of your system. You can also enter by logging on to MassEnergyOil.com/OldestHeatingSystem.php. Fill in the online form and upload a photo to the site.

Entries must be received by July 15. We'll announce the winner in an upcoming issue of the newsletter.

See website for details and contest rules.



Good luck!



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✓ win a new heating system!*

✓ big savings on a new system

*No purchase necessary. A purchase will not improve chance of winning. See page 1 for details.

purchase a new system NOW and save \$\$\$

Installing energy-efficient comfort equipment is one of the smartest investments you can make, and there has never been a better time to purchase a new system.

Thanks to the passage of the federal stimulus bill in February, you are now eligible for a federal tax credit of up to \$1,500 on qualifying comfort equipment. For example, if you spend \$5,000 on a new system

no down payment
call for details

this year, you can deduct 30% of the cost—by claiming a \$1,500 credit on your 2010 federal income tax form.

When you combine the energy savings you get from a new high-efficiency system with the \$1,500 tax credit, you can see what a great deal you're getting.

To help make your new system even more affordable, we are offering special financing.

slash heating costs for good

Many people don't realize that if their heating system is more than 15 years old, it can lose as much as 40% of its heat due to poor insulation of the equipment and outdated technology that limits efficiency.

Consider replacing your old equipment with a high-efficiency heating system, such as a boiler from **Weil-McLain**. Not only is it possible to save up to a third on your heating bills, but you can also lower your repair bills and enjoy greater comfort.

When we install a new system in your home, we take steps to minimize any disruption to you and your family. In most cases, we can complete the installation in just one day.

If you'd like to learn more, go to MassEnergyOil.com/Equipment.php or send in the enclosed reply card.

keep everything running smoothly

Ensuring your peace of mind while helping you save is an important part of our job. That's why we offer a service plan for your heating system and a service plan for your oil tank.

Our **Total Comfort service plan** includes an annual heating tune-up, which will help lower your heating and repair costs. The plan also includes 24-hour priority service if your system breaks down. Plus, it provides up to \$100 a year in Loyalty Credits, which you can apply toward



the purchase of new equipment from us.

And for less than \$60 a year, our **Oil Tank Protection program** covers the replacement of a leaking aboveground tank, the transfer of oil to a new tank and the removal of a leaking tank. The plan

also includes obtaining a tank permit and the replacement of a leaking fuel line or filter.

For more information, go to MassEnergyOil.com/ServicePlans.php or send in the enclosed reply card.

