

Message from Marc

We're here for you

Dear Friends,

When a company has been in business over 100 years (122 years to be exact), you get to know a thing or two about your customers' needs and wants. When it comes to heating and cooling, this is really pretty simple.

Our customers want to know that we are here for them if anything ever goes wrong, they want **dependable professional service** and they want **solutions** that will enhance their comfort and hopefully save them some money.

We work hard every day to exceed your expectations, whether it's by delivering your fuel promptly and professionally, making sure your equipment is tuned up for **optimum efficiency** or coming up with programs to make your fuel costs **easier to manage**.

Please take a few minutes to read through this edition of our newsletter, which includes a lot of articles related to these topics.

Thank you for placing your trust in Augusta Fuel Company. You can rest assured that no matter what happens, we are here for you.

Warmly,



Marc V. Lacasse



AFC to the rescue



AFC technicians **Dwayne Dumais** (left) and **Patrick Blais** (right) remove old oil tank from Boynton's Market.

Do you really save money using a cash discount fuel provider? Ask **Karen Buck**, owner of **Boynton's Market** in Hallowell, and she'll tell you, "NO!" Early this spring, while a discount fuel supplier's driver was making a delivery to her local business, she realized something terrible had gone wrong.

Oil began shooting out of the fuel pipes onto the walkway and the side of the building. The driver shut off the nozzle to stop filling and went inside to the basement and found out that one of the fuel tank's legs had snapped. The tank was resting on the floor and was leaking oil into the basement.

He raced up the stairs to the main floor and told Karen, and then called his office, located several miles away. He was told that the company doesn't provide any type of service work and the customer would have to find someone local to resolve the problem.

Immediately, Karen picked up the phone and called **Augusta Fuel**. AFC technicians arrived in minutes and went to work pumping out the oil from the broken tank, as well as a second tank, and replaced them with two new ones.

The AFC difference

Many people ask us how these companies can sell their oil cheaper than we do. The answer is simple. They have few operating expenses, many don't provide benefits to their employees and most **do not** have a service or repair department. At AFC, our reputation is built on **always** keeping your needs in mind and making sure they always come first.

Is saving 10¢ or 15¢ per gallon—totaling approximately \$100 a year—better than having peace of mind, knowing that with AFC you get **prompt deliveries, competitive pricing** and **excellent service**? The choice is yours.

**Full service
outweighs
discounted fuel.**

Price protection Q&A

Q: What is price protection?

Lynn: Price protection is a way we can limit how high your oil price can go when market prices are rising. Some customers are comfortable without protection and buy their fuel at our daily market rate. But since fuel prices have the potential for **volatility**, we offer options that allow you to protect your price.

Q: What are my options for protecting my price?

Lynn: We offer two ways to reduce the risk of volatile prices. The first one is **EasyCap**, which places a cap on how high your fuel price can go. EasyCap also has "downside protection," so you can take advantage of a lower fuel price if market prices drop. EasyCap also spreads out your fuel bills over 11 months.

The second price protection option is to **prebuy** your fuel at a fixed price. If you do this, your price can't rise if the fuel markets do, because you've already purchased your fuel. With a standard prebuy, you can't benefit if

prices drop, but you have the option of adding "downside protection" for an additional fee.

Q: How can I learn more?

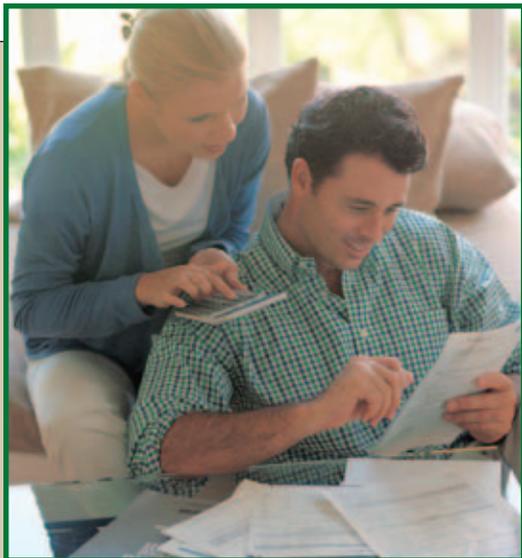
Lynn: Go to afcpriceplans.com, our new price protection website where you can learn more about your fuel purchase options and enroll in our programs. Of course, if you still have questions, please call us at (207) 623-3851.



Lynn Oulette,
Energy and Customer
Service Specialist

"Each year, I enroll in the EasyCap program. I like the peace of mind knowing that I pay one low monthly payment, my price will not exceed a certain price and most importantly, should the price go lower than my cap, I get the lower price. Thank you! I know with AFC, you've got me covered."

—Rolande White, Augusta



We put you in control of your fuel bills

We don't think it's fair that you should have to pay for 80% of your heating costs in just four or five months. That's why we created our EasyPay program.

EasyPay allows you to pay for your fuel over 11 months, effectively cutting your winter fuel payments in half! **EasyPay does not cost you anything more.** In fact, you actually pay less because we automatically give you a 5¢-per-gallon discount.

So give EasyPay a try. You won't use any more fuel, you won't get hit with huge winter fuel bills and you can add a price cap.

If you have questions, feel free to call us.



A site to see: augustafuel.com

We've redesigned our website to make it easy for you to learn how to reduce your energy costs and manage your fuel bills. Go to augustafuel.com today to find out how you can protect your fuel price from volatility, protect your heating system and make it more efficient, and activate your online account so you can order fuel, schedule a tune-up or pay your bill any time of the day or night. (See related article on next page.)

At augustafuel.com you can learn all about our alternative energy offerings, including solar water heating and BioHeat® fuel. Check out our latest incentives and promotions too. Our website makes it easier than ever to learn about our products and services and to get the full benefit of being an AFC customer. Please visit today.

Oil heat keeps getting better

The more you know about oil heat, the better you can feel about it as your heating choice. With little fanfare, the heating oil industry has actually reduced the carbon footprint of heating with oil—by 40% over the last 30 years.

Here are some other things you may not know about heating with oil:

- The high-efficiency oil systems of today use far less fuel than in years past. If all the oil-heated homes in the U.S. had modern efficient equipment, **five billion gallons of oil a year would be conserved!**
- Many fuel companies—including AFC—use **BioHeat® fuel**, a blend of heating oil and oil processed from biodegradable organic materials. It has already been proven that heating systems burn cleaner with BioHeat fuel because it contains almost no sulfur. As more dealers become committed to delivering BioHeat fuel to their customers, greenhouse gases will be reduced, along with our dependence on foreign oil.
- Modern oil burners **emit near-zero levels of pollution**; heating with oil today means no odors, soot or other residue in your home.



Don't let incentives slip away!

Q: I've heard there are tax credits and rebates for new heating systems. Is this true?

Peter: Yes. The federal stimulus package includes an income tax credit of up to \$1,500 for energy-efficient improvements to your home, including the installation of high-efficiency heating and cooling systems. This tax credit ends this year, and no one knows if it will be extended or renewed. In addition, Maine's Replacement Heating Equipment Program offers homeowners up to \$300 when they replace existing heating equipment with a furnace, boiler or heat pump that has the Energy Star label.

Q: Do these incentives apply to other improvements?

Peter: Yes. The \$1,500 federal program applies to other improvements that increase energy efficiency. They include home energy audits, duct sealing, diagnostic tune-ups, water heaters and insulation. This is in addition to a federally-funded state program called Efficiency Maine Home Energy Savings (efficiencymaine.com), which gives homeowners up to \$3,000 for making approved energy-efficient improvements, such as adding insulation.



Peter Lawlor, CFO

Peter answers your questions about tax credits and rebates.



24-hour access to your account

Want to save time, postage and paper (and trees)? If you have Internet access, you can do all that by managing your AFC account online, whenever you like. Just go to augustafuel.com and click on "Pay Bill," which will take you to our login page where you can register.

Once you have set your user name and password, you can log in to order fuel, schedule service, pay a bill or get an estimate.

We understand that not everyone has a 9-to-5 schedule, which is what makes online access so great. It gives you the freedom to manage your account when it works for you. We've gotten great feedback from customers who use this convenient option; we encourage you to join them and enroll today.





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 **did you get your \$1,500 tax credit yet?**

 **price protection update**

The Community Corner



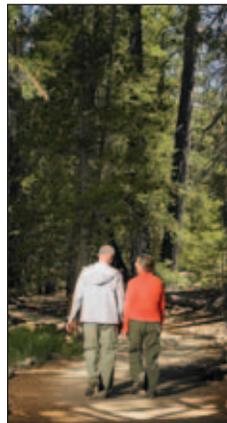
AFC recently pledged \$5,000 to **Augusta Trails**, an organization that promotes the creation and maintenance of recreational trails in our area. Our pledge will support the

creation of a four-season, multi-use trail network at Bond Brook Recreation Area in Augusta. The Bond Brook trail system will provide 17 miles of trails for hiking, mountain biking, cross-country skiing, snowshoeing, trail running, walking, nature viewing and birding.

"Augusta Fuel Company's major gift has given the Bond Brook Recreation Area capital

campaign a big boost," says Mike Seitzinger, president of Augusta Trails. "We hope that other area businesses and individuals will follow AFC's philanthropic lead."

AFC has always supported organizations that benefit our community and our customers, and we will continue to do so. If you would like to learn more about Augusta Trails or make a donation, please visit augustatrails.org or call 207-622-7495.



Ask the plumbing expert

Q: We have two young children. At what temperature should we set our water heater?

John: I usually recommend a maximum temperature of 120°. This should avoid any scalding accidents.

There may be a problem with the 120° setting if you have an older dishwasher (140° is required to clean dishes properly), but this usually isn't an issue with newer dishwashers. Most of them have a built-in water temperature booster.



John Tyler, Plumber

Q: Is there some way I can find out if my toilet tank is leaking water into the bowl?

John: Try this. Put several drops of food coloring into the tank after it fills with water. Let it sit for a few hours without flushing. If the color shows up in the bowl, you know water is leaking from the tank, which is usually caused by a bad seal. To solve this problem, or any other plumbing problem you might have, I would be glad to send one of our plumbing experts to your home.

5 ways to **save** on heating fuel

We are in the process of putting together a "Savings Tips" page on our website, augustafuel.com. Please keep an eye out for this new feature. In the meantime, here are a few steps you can take to save money next winter.



- 1. Turn down the thermostat** by 2° from its normal setting.
- 2. Wrap hot water lines and steam pipes** in your basement or other unheated areas.
- 3. Upgrade an aging boiler** (15 years or older).
- 4. Schedule a tune-up** every year.
- 5. Get a home energy audit** done to identify areas where you can increase efficiency.

