

THE COMFORT ZONE

Feel comfortable with us



SPRING 2011

Message from Marc

What's in a name?

Dear Friends,

Do you notice something different? Yes—it's our name. Now, instead of Augusta Fuel Company, we are called AFC. And as you can see, we have designed a new logo to go with our new name.

So why the new moniker and the new look? It's symbolic of how Augusta Fuel Company has evolved from a fuel supplier to a complete comfort solutions provider.

We want our customers—and everyone—to know that in addition to high-quality heating oil and propane, we also offer you many ways to lower your energy bills, and make your home or business more comfortable.

When you need plumbing work or an electrical repair, we are the company to call. If you want to "go green" and save money by adding solar energy, we have the experience and the know-how to do the job right.

Our new tagline, "Feel comfortable with us," is obviously a reference to our ability to keep you safe and comfortable year-round. But it's also a reminder that we want your every interaction with AFC to be a positive experience, something that makes you feel good about choosing AFC.

As always, you can count on AFC to be there for you when you need us and to always treat you with respect and professionalism.

This issue of our newsletter includes some smart ideas for reducing your energy bills and increasing your comfort. If you have questions about any of the products featured here, please don't hesitate to call us. We are here for you.

Warmly,

Marc. V. Lacasse



A word about fuel prices

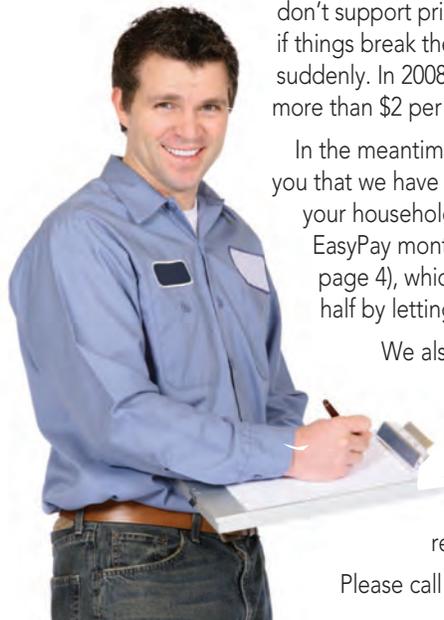
When energy prices go up, as they have recently, customers naturally want to know what the future holds. But there are no easy answers. One thing that does seem clear is that, now more than ever, speculation is playing a major role in driving prices higher.

The good news is that the fundamentals of true supply and demand don't support prices this high, which means that if things break the right way, prices could drop suddenly. In 2008, for example, prices dropped more than \$2 per gallon in just a few months.

In the meantime, we would like to remind you that we have many ways to help you manage your household energy costs, including our EasyPay monthly payment program (see page 4), which cuts your winter fuel bills in half by letting you pay over 12 months.

We also offer you a range of heating equipment options that can cut your fuel bills significantly (see page 2). Our tune-ups, service contracts and price protection options can further reduce your costs.

Please call us today to learn more.



We want your feedback. Take our survey and you could win an iPad2!

How are we doing? We want to know. Please take a few minutes to complete the enclosed customer survey—it's very short! Mail it back and you'll be entered to win an iPad2.

Did you know Apple's introduction of the iPad2 was its most successful product launch ever? Everybody wants one, and what could be better than getting one for **FREE**? But as they say, "You gotta be in it to win it." **Send back your survey today!**



\$499 value!

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

0% financing on energy-efficient solutions



AFC is offering 0% financing on some of our most popular products. All of them have the potential to cut your energy bills substantially. And with AFC's highly trained technicians doing the installation, you can be sure of getting excellent performance and maximum savings.

Mitsubishi ductless system

Not every home is a good candidate for central air—but that doesn't mean you're stuck with window units.

Mitsubishi's ductless a/c systems are an ideal solution. They deliver excellent cooling performance and are more energy efficient than central air. Compared to window units, they are up to 40% more efficient.

Mitsubishi cooling and heating systems are significantly more efficient than traditional HVAC systems. Utilizing INVERTER-driven compressors, they automatically adjust to changing conditions to deliver ideal comfort—using only the energy that's needed. No more. No less.

No ducts? No problem.
The Mitsubishi ductless system brings low-key cooling to any room in your home.



Rinnai tankless water heater

What makes a Rinnai tankless water heater so efficient? It heats water only when you need it. The Rinnai water heater supplies a virtually endless supply of hot water on demand, and then stops heating water when the faucet is turned off. That's where the savings come in.

Because there's no tank of water to keep hot, the propane-fueled Rinnai tankless unit is **up to 40%** more energy efficient than a standard water heater. And you'll save even more if you are replacing an electric water heater!

While the upfront cost is slightly higher than a conventional tank unit, you can expect the Rinnai to last as long as 20 years. Standard water heaters typically need to be replaced every 10 years or so—sometimes sooner. And because the Rinnai can be mounted on a wall, you'll find yourself with more floor space.

Finally, all but one model of Rinnai's tankless water heaters qualify for a \$300 federal tax credit.



Two of our coolest products

AFC is constantly on the lookout for innovative products that can lower your energy costs. Here are two of our most popular proven solutions—products that are saving our customers money every day.

What it is: System 2000 ultra-efficient boiler/water heater

What it does: Cuts fuel use by up to 40% or more

What it costs: Ranges from \$5,500–\$9,000

Coolest thing: Brookhaven National Laboratory, which is funded by the U.S. Department of Energy, has rated the System 2000 as the most efficient oil boiler in the world.



What it is: Tekmar outdoor reset control

What it does: Continually adjusts boiler temperature to match outdoor conditions

What it costs: Ranges from \$1,100–\$1,400

Coolest thing: Reduces your household heating costs by up to 30% with no loss of comfort

Q&A

Are you due for an electrical checkup?



Q: The bulb in one of my ceiling fixtures burns out more often than normal. Should I be worried about this?

Howard: An incandescent light bulb should last for months, and CFLs (Compact Fluorescent Lamps) can last years. If you notice that a bulb burns out more frequently than those in other fixtures, it could be a sign of a problem and should be inspected by a professional electrician.

Mention this article when you call and **save \$25** on any electrical service through Aug. 31, 2011.



Howard Nelson
Master Electrician

Q: What are some other things I should be on the lookout for?

- Howard:** Other signs of trouble are:
- lights that dim or flicker for no apparent reason
 - frequent broken circuits or blown fuses
 - outlets that will not hold a plug firmly in place

And of course you should turn off nearby appliances if you ever smell a burning odor.

Think of AFC for all your electrical needs. Mention this article when you call and save \$25 on any electrical service.



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There was no shortage of snow this winter, but it was rain that caused major problems for one of our customers in March. Fortunately, we were able to help Mike and Sheila Clements of Augusta. Here is a note we later received from them:

"My wife and I would like to take this opportunity to express our thanks for the outstanding service AFC provided us in March 2011.

Our misfortune began on Sunday evening, March 6. Because of the heavy rains, our basement started to flood. We worked through the night and most of the following day bailing out the basement, but by late afternoon, water continued to pour into our basement with no letup in sight.

At 5 p.m., we phoned AFC who promptly sent a crew to take care of our problem. Within an hour, it was determined that our sewer line was blocked, and the possibility existed that it had collapsed.

The next morning, AFC sent a crew to begin preparing for the excavating work. Through this process, they were able to clear the sewer line and determined it was not collapsed but only blocked. Because of AFC's professional, caring and timely service, you gave us unexpected relief and support during a difficult time."

Sincerely,

Mike and Sheila Clements, Augusta

Ask the expert

Q: What are my price protection options this year?

Paul: This year, as last, we will offer you our **EasyPay** monthly payment program, our **EasyCap** program or a **PreBuy** option. Here's how they work:



Paul Nadeau
Sales Manager

EasyPay: The key benefit of this program is that you can spread your fuel payments over 12 months. If prices stay high, a single delivery could run as much as \$700 next winter, and you'll need several of them. You could cut your winter bills in half by paying on a monthly basis. Plus, you'll know exactly how much you need to pay and when you'll need to pay it.

EasyCap: This option adds a price cap to our EasyPay program. With a cap, you buy protection so that your fuel price can't go higher than a set ceiling or cap price. This option also features downside protection, so anytime our daily rate is below the cap, you pay the lower amount. And of course, as with EasyPay, you avoid big winter fuel bills because you pay for your fuel over 12 months.

PreBuy: When you pre-buy your fuel, you lock in a preseason rate, and your price cannot go up during the winter regardless of what happens in the fuel markets. You make a single payment up front, specifying the number of gallons you wish to buy. If prices rise, this won't affect you. But if prices drop, you will not be able to benefit, unless you have purchased downside protection for an additional fee.

You can learn all about our programs online and enroll there too. Just go to afcpriplans.com.

