



1-800-888-2888

Spring/Summer 2008

www.townsendoil.com

A Letter from the Townsend Family

We Are All in This Together

This heating season has been difficult for all of us. Not because of the snow or the cold (though we've seen plenty of that!), but because of the out-of-control energy market. According to the Massachusetts Division of Energy Resources, as of May 13, heating oil in Massachusetts was at a high of \$4.70/gal. – compared to \$2.50/gal. just a year earlier! This degree of market volatility is unprecedented, and though we're monitoring prices every day, where they go is beyond our control.

We have to be honest about pricing issues – after all, our values have been based upon integrity since our founding in 1931. And though we can't control the price of your Oilheat, **we can help you control how to get the most value for your energy dollars.**

This issue of Townsend Today offers expert advice to help you save energy and money despite the sticker shock we've experienced (you can read more in the pages to follow):

- **Enroll in our Intelli-Pay plan:** Intelli-Pay is the smart way to manage ALL your energy costs! Not a budget plan, Intelli-Pay is our exclusive program to help you simplify your bill paying ... and your other Townsend expenses, too! With Intelli-Pay, you spread your energy costs throughout the year – and avoid large seasonal bills. For a complete description of this value-added program, see page 2.
- **Upgrade your heating system:** You could save as much as \$1.60 per gallon (at today's prices) off your current Oilheat costs by upgrading your boiler or furnace to a new, super-efficient model. Plus, you can finance your purchase with Intelli-Pay!
- **Sign up for our HomeGuard or GoldGuard service plan:** We offer two excellent plans – GoldGuard and HomeGuard – covering up to \$12,000 worth of parts plus labor – along with optional water heater coverage. And don't forget, you can include your GoldGuard or HomeGuard payments along with your Intelli-Pay payments.
- **Schedule your annual tune-up:** Our energy conservation specialists will help you save as much as 10% off your annual fuel bill. (Remember, your tune-up is included with your HomeGuard or GoldGuard service plan.)
- **Consider propane:** Versatile propane is the perfect fuel for outdoor summertime activities. Use it for your barbecue ... patio heater ... heated pool ... and more! Propane is also a great fuel for stoves, ovens and clothes dryers. In addition to being versatile, propane is clean, efficient and costs far less than electricity! And



you can roll your propane costs into our Intelli-Pay program.

- **Conserve energy:** Our conservation specialists can offer you money-saving advice for every season, and advise you on such mini-upgrades as a programmable thermostat or an innovative boiler control.

If you should be tempted to call one of those discount fuel dealers advertising a "low, low price," please be warned – you get what you pay for! Townsend Oil & Propane will never play "bait and switch" with our pricing. Plus, we guarantee to supply any commitment – thanks to our own 400,000-gallon storage facility. Many discount companies can't make the same claim!

In the same way, **if the gas utility makes a disparaging claim about Oilheat, or offers you a great deal on a new boiler, please understand that their claims are unfounded** and the low-priced conversions they tout do not make any economic sense! According to the Massachusetts Oilheat Council, **Oilheat has cost less than utility gas for 16 of the past 17 years.** When you look at the big picture, there's no beating Oilheat!

We in the Townsend family take pride in our multi-generation tradition of serving the community, and want you to know how very important your

business is to us. We are as upset as you about what has happened to energy prices – and we promise to continue working hard to bring you the newest, most efficient products and value-added services available today. You can rest assured that **as a Townsend customer, you are getting more for your money.**

History proves that energy prices are cyclical, **and we are confident that fuel prices will stabilize.** In the meantime, **we thank you for choosing safe, clean, efficient Oilheat ... and for your trust in Townsend Oil & Propane.**

As we are all in this together, we are here to help you in any way we can. Please contact us if there is anything we can do for you.

Warmly Yours,

Jim, Mark & Dorothy Townsend

**Do you have the ugliest or oldest heating system in our area?
Enter our contest on page 3!**

Intelli-Pay: It Could Be the Smartest Energy Move You Make This Year!

Bills, bills and more bills! Which ones will you receive today and how much will you pay?

It's easier to manage your household costs when your expenses are predictable. That's why we at Townsend Oil & Propane have developed Intelli-Pay – the smart way to manage ALL your energy costs!

Not a budget plan, Intelli-Pay is our exclusive program to help you simplify your bill paying ... and your other Townsend expenses, too! With Intelli-Pay, all your Townsend energy costs are combined into one fixed monthly payment, including a year's-worth of fuel deliveries, service plans, equipment



financing and propane charges.

But it gets even better! We offer a variety of easy Intelli-Pay options, too. You may conveniently pay online at www.townsendoil.com ... by credit card ... by automatically deducting your payments from your checking or savings account at the same time each month with our A-C-H Direct Pay ... or simply pay by check. In addition, when you enroll in Intelli-Pay, you'll earn 5% monthly interest on your credit balance.

Intelli-Pay is absolutely FREE – so what are you waiting for? Call 1-800-888-2888 or enroll online at www.townsendoil.com.

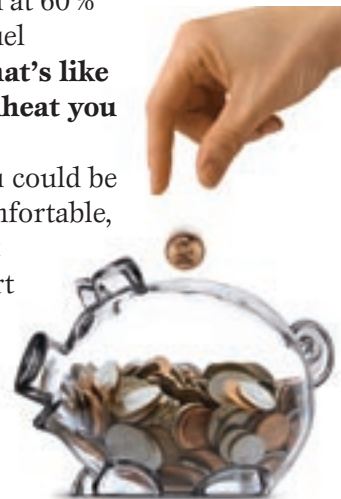
Intelli-Pay is our exclusive program to help you simplify your bill paying ... and your other Townsend expenses, too!

Why Now Is the Perfect Time to Upgrade

Summer is around the corner – are you still using an older inefficient air conditioning equipment, or even window/wall units? A new system with a SEER (Seasonal Energy Efficiency Rating) of 14 or higher will use less electricity and cool your home more evenly. Call Townsend's Energy Conservation Specialists and watch your electric bills drop!

The best time to get ready for next winter is right now! If your current boiler or furnace is more than 15 years old, you could save big money by upgrading to new, high-efficiency equipment. Switching from a system rated at 60% efficiency to a unit rated at 85% will cut fuel consumption by 40%. At today's prices, that's like reducing the cost of every gallon of Oilheat you buy by \$1.60!

Why burn money, literally, when you could be reaping the benefits of a clean, quiet, comfortable, modern home comfort system? Call us at 1-800-888-2888 and ask about an expert installation of new, super-efficient equipment from our full line of quality air conditioners, boilers and furnaces. And remember – you can finance your new home comfort equipment with Intelli-Pay!



If you're not ready to upgrade just yet, try these "mini-upgrades":

- Install a new digital **programmable thermostat**. The U.S. Department of Energy (DOE) says that reducing a home's temperature by 5 to 15 degrees for eight hours a day can reduce fuel consumption by 5% to 10% a year. A programmable thermostat can also manage a central air conditioning system.
- **Insulate thoroughly** to eliminate heat loss through your walls, ceilings and floors. You could reduce your fuel bills by as much as 15%, according to the Consumer Energy Council of America.
- **Insulate your hot water tank**. DOE recommends that you insulate the tank or water heater and the first six feet of hot water pipe.
- Install a **flame retention burner**, which uses a sophisticated combustion head to burn fuel cleanly and efficiently. Brookhaven National Laboratory estimates savings from a flame retention burner alone can cut fuel costs by 17%.
- Don't forget to schedule your **system tune-up!** A well-tuned boiler or furnace burns 10% less fuel.
- **Tune up your air conditioning system**. When your equipment is cleaned, charged and checked thoroughly, it will run more efficiently.
- For more energy-saving advice, visit www.UseLessEnergyToday.com



You Could Upgrade Your Boiler or Furnace for Free When You Enter Our "Ugly Equipment Contest" at right!

Get Your Heating System in Tune

Before an orchestra begins to play, it tunes up so that the conductor knows all instruments are in harmony. Before your heating system begins to "play" next winter, make sure it performs flawlessly, by calling your Townsend Energy Conservation Specialist for your equipment tune-up.

A tune-up will benefit your heating system and your wallet by saving you money, reducing the amount of fuel your system uses, conserving energy and preventing problems before they happen. According to the National Oilheat Research Alliance, an annual tune-up could help you **save as much as 10% OFF** your yearly fuel bill.

Call Townsend as soon as possible to schedule an appointment for your heating system tune-up. **Spring and summer are always the best times to get your tune-up** because our service technicians are busy taking care of emergency calls in fall and winter. We wouldn't want you to miss the opportunity to ensure your comfort *and* your savings.



Remember, if you are enrolled in either our GoldGuard or HomeGuard service plan, your annual tune-up is included.

Let Us Be Your Propane Pros!

Thousands of families in the North Shore, Cape Ann, the Merrimack Valley and southern New Hampshire trust Townsend Oil & Propane for their **propane delivery, equipment installation and service.** Have you discovered the "pros" of propane?



A propane-fired "hot dog" heater keeps your garage or shed warm year-round

skeeter eater

Versatile propane is the perfect fuel for outdoor summertime activities. Use it for your **patio heater ... "skeeter eater" ... heated pool ... and Jacuzzi.** Propane is also a great fuel throughout the year for **stoves, ovens, clothes dryers and "hot dog" garage heaters.**

And, talk about convenience! With propane delivery from Townsend, you can easily **hook up your barbecue tank to your main propane supply line** – no more constantly running out of fuel and lugging that heavy cylinder to the store to be refilled!



Connect your barbecue

In addition to being versatile, propane is clean, efficient and **costs less than electricity** – more than one-and-a-half times less! * Best of all, you can **roll your propane costs into our Intelli-Pay program.**

The Energy Conservation Specialists at Townsend are ready to assist you with reliable delivery and knowledgeable, friendly service. Give us a call today at **1-800-888-2888.**

Keep your pool temperature "just right" all the time



** Based on the Department of Energy's national 5-year average of residential retail prices through December 2007*

Do You Have the Ugliest/Oldest Heating System in Our Service Area?

Enter Our Contest and You Could Win a Complete System Upgrade!

Does your boiler, furnace or tank belong in a horror movie? Or, is your heating system so old it probably belongs in a museum? Then **enter our "Ugliest/Oldest Heating System Contest"!**

Simply snap a photo of your boiler, furnace or tank (or all 3!) and either mail it to the address on the back cover or email it to info@townsendoil.com. Any documentation as to the age of your equipment would be helpful, as well.

We will choose the entry we feel is most worthy of an upgrade and award three prizes:

First prize: a complete boiler, burner, water heater or tank upgrade – featuring top-quality equipment from Viessmann, Rinnai, Roth, Thermo Pride and more.

Second prize: \$1,000 credit toward new system installation.

Third prize: \$500 credit toward new system installation.



Enter today – our contest ends June 30, 2008.



Conserve and Save!

Townie the Penguin wants to help you conserve!

Townsend's Energy Conservation Specialists agree ... Townie's got some great advice to help you conserve energy and money throughout the year.

Warm Weather Conservation Advice

- Turn the air conditioner thermostat up to at least 78° or higher, or use a programmable thermostat.
- Keep the coils of your central or window air conditioner free of dust and dirt.
- Make sure the output of your central air conditioner is right for the size of your room or house.
- Change or clean your air conditioning filter monthly during the cooling season.
- Install an attic fan – it can cool your entire attic by nearly 30 degrees!

Cold Weather Conservation Advice

- Correct air leaks around windows,



- doors and electrical outlets.
- Repair weather stripping and caulking.
- Replace any cracked glass in your windows.
- Make sure your ceiling has at least six inches of insulation.
- Wrap your pipes to guard against heat loss and freezing.
- Get a heating system tune-up before the heating season begins.

- Keep ductwork in good repair with duct insulation.
- Close your kitchen vent, fireplace damper and closet doors when not in use.

Year-Round Conservation Advice

- Install a programmable thermostat.
- Use compact fluorescent lights.
- Choose a high-efficiency water heater.
- Wash clothes in the coolest water possible.
- Install dimmers and motion sensors wherever possible.
- Take showers instead of baths. A five-minute shower will use about 7.5 gallons of hot water; filling a bathtub can use up to 20 gallons.
- Clean refrigerator coils once a year.
- Choose high-efficiency, ENERGY STAR® rated appliances.

For more great advice, please call a Townsend Energy Conservation Specialist at 1-800-888-2888.

Mail Bag

To: Mr. Jim Townsend and entire staff
From: Micky Corbett



Mr. Townsend, Words cannot express my appreciation and gratitude in how your company and staff recently handled my oil tank concerns. I have always been pleased by your

courteous and informed technicians, whether it was to clean the burner or address other issues of concern. This past weekend has given me complete affirmation that there is no other oil company to do business with. Your response time to my initial phone call was impressive and the attentiveness that you, Brian and Larry provided to me at a most anxious moment was sincere, heartfelt and genuine. Thank-you for providing my family not only excellent customer service, but also the

security of knowing that everything that needed to be addressed to resolve my concerns were handled in a manner by which all companies should aspire to. Please extend my thanks to Chris, Phil, Rob, Barry, Miguel, John, Brian, and especially Larry, who took the time to keep me calm, coordinate everything that needed to be done and kept everything in its proper perspective.

Sincerely,
Micky Corbett, Danvers, MA

How May We Help You?

To receive more information on Townsend Oil & Propane's many products and services, please complete this card and return it to us. One of our Energy Conservation Specialists will contact you.

- Yes, I'd like to manage all my energy costs, with **Intelli-Pay**.
- Yes, I'd like to save energy and money with a **heating system upgrade**.
- Yes, I'd like to enroll in your **GoldGuard or HomeGuard service plan**.
- Yes, I'd like to schedule my annual **heating system tune-up**.
- Yes, please contact me about your **propane delivery and service**.
- Yes, I am interested in learning more about a **"hot dog" heater** for my garage or shed.
- Yes, please have an Energy Conservation Specialist contact me regarding advice on **how to save energy in my home**.

Name: _____

Address: _____

Phone: _____

E-mail Address: _____

THANK YOU!



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