

BOTTINI FUEL

FALL 2010

PERSONALLY SPEAKING

We've Got You Covered

Dear Friends,

This is the time of the year when I begin hearing great stories about how the Bottini team has gone out of its way to help customers. Sometimes it's a technician getting up in the middle of the night to restore heat. Other times it's a driver working late to make an emergency fuel delivery. And when the first big storm of the season happens, I know I'll be hearing many more.

Whatever the problem, we've got you covered—with fast, dependable, bend-over-backwards service that only comes from a family-owned business.

You're Covered by Guaranteed Fair Pricing Too

We're honest and transparent about our prices. You can go to bottinifuel.com right now to check our prices and look at the average price for similar companies in our area.*



Rick Bottini

You'll see that *we are always at or below the average price.*

And we've got you covered with customizable energy program options. This helps you save with monthly payment plans, price protection programs, service plans and much more.

Thank you for being a Bottini Fuel customer! If you have any questions or comments, please call us or log in at bottinifuel.com

and chat live with one of our customer service specialists.

Warmly,

Rick Bottini

*According to New York State Energy and Research Development Authority



Help Us in Our Drive for a Cure

The color pink is not your typical color for a fuel delivery vehicle. That's why our new pink oil truck has been getting a lot of attention since it began making deliveries a few weeks ago.

But we're not just trying to be colorful. For every gallon of heating oil delivered from our pink truck, **we will donate 1¢ to the Miles of Hope Breast Cancer Foundation**, which provides funds to support programs in the Hudson Valley for people affected by breast cancer. (Visit milesofhope.org to learn more.)

This is our way of giving back to the community we love. We also want to raise awareness and inspire people to

get involved. Besides making our own donation, we're asking our customers, vendors and suppliers to make individual donations.

Thank you

in advance for joining us in this important campaign. Everyone here is excited about what we can accomplish!



Win an iPad

Here's your chance to enjoy a 64GB Wi-Fi + 3G iPad! This new wireless tablet from Apple combines the best features of a smartphone and a laptop; it's great for browsing the web, reading e-books, watching movies, looking at photos and more.

It's hard to believe a device so thin and light can pack so many features! **Read this newsletter and answer the questions on the enclosed reply card.** Entries with correct answers received by 1/18/11 will be entered in a drawing. Two prizes will be awarded.

- 64GB capacity
- 1.5 pounds
- only 0.5 inches thick
- 9.7-inch LED backlit display
- a multi-touch screen
- Wi-Fi and 3G connectivity

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

\$829 value!

Our latest winners

James Guarino of Wappingers Falls won 100 gallons of heating fuel for participating in our online survey.

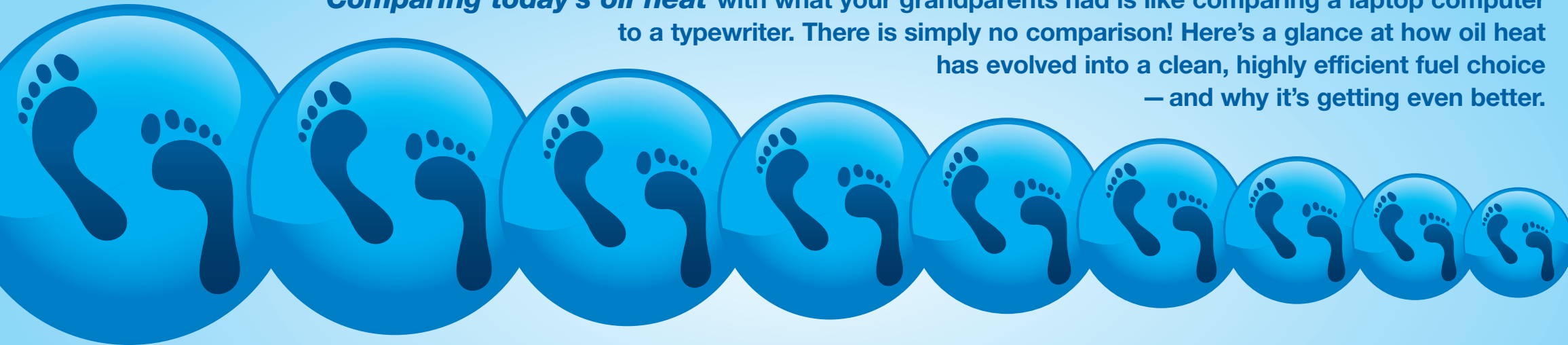
Douglas Winblad of Rhinebeck won an iPad in our early-bird tune-up drawing.

Congratulations to both winners!

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oil heat's environmental footprint keeps shrinking

Comparing today's oil heat with what your grandparents had is like comparing a laptop computer to a typewriter. There is simply no comparison! Here's a glance at how oil heat has evolved into a clean, highly efficient fuel choice — and why it's getting even better.



1970s:

The average home in the U.S. burned 30% more fuel than the average number of gallons used today. Many systems back then



operated at 50%–60% efficiency, well below the efficiency levels of modern systems.

1980s:

The high-efficiency flame retention burner was now in wide use. Compared with older burners, the flame retention burner maintained an airflow pattern that resulted in a more complete mixing of fuel and air. Because of this, the flame retention burner helped to reduce emission levels of oil heating systems to almost zero. Also, since its introduction, the flame retention burner is estimated to have conserved more than six billion gallons of fuel.



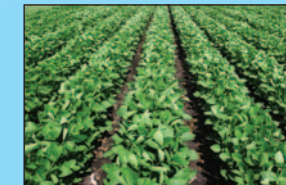
1990s:

Understanding that modern oil heat is great but old tanks are not, more people chose to upgrade to something new and modern in oil tanks. By this time, they had a range of options, like aboveground tanks, many of which were double-walled. New indoor tanks could be installed in hard-to-fit places; underground tanks were now cathodically protected to prevent rust and corrosion.



2010:

The oil heat industry continues to focus on combining clean-burning technologies with greener fuels—those with an ultra-low sulfur content. Wider use of Biofuel (also known as BioHeat® fuel), a low-sulfur heating oil blended with oil from organic materials, will make the carbon footprint of oil heat smaller than that of natural gas.



oil heat by the numbers

140,000

The number of Btu's (a measure of heat) generated for every gallon of oil burned. Burning one gallon of heating oil produces enough energy to power 700 60-watt light bulbs.

8 million
Number of U.S. homes that are heated with oil

85 The percentage of heating oil used in the U.S. that is refined domestically.

.003

Three-tenths of 1% of total particulate emissions in the U.S. is produced by residential oil burners. The particulate emissions from an oil heating system are about the same as those from a similar-size natural gas burner.

efficiency: the key to home heating

Many people are taking a closer look at the energy efficiency of their homes so they can conserve fuel and lower their heating costs. Trouble is, some think one way to do this is by switching fuels.

According to the Consumer Energy Council of America (CECA), however, it makes no economic sense to switch heating fuels.

CECA research shows that the installation and conversion costs of switching away from heating oil can be **thousands of dollars more** than the cost of installing a new, high-efficiency oil heating system.

With a new oil heating system, you'll get:

- more heat from less fuel
- lower heating bills
- fewer breakdowns
- environmentally-friendly warmth

CECA advises that "the greatest savings for home heating can be realized from improved system efficiency, not from changing fuels."



energy exploration always impacts the environment

Something that was often overlooked in news stories about the spill in the Gulf of Mexico was the fact that besides crude oil, vast amounts of natural gas (and methane) gushed out of the sea floor. High concentrations of methane, a major component of natural gas, deplete oxygen and harm the ecosystem.

Environmental concerns have also been raised about energy exploration outside of the Gulf. A recent documentary called "Gasland" brought attention to the risks involved in a common exploration process called hydraulic fracturing—the blasting of underground rock with water, sand and chemicals to maximize the flow of natural gas to the surface.

But as much as 40% of the fluids used in fracturing stay in the ground, according to the Environmental Protection Agency. This means that **toxic fluids could eventually seep into groundwater and water wells.**

The message here is a simple one: the more we conserve, the less energy we need to drill for.

\$40 billion

preliminary cost for Gulf cleanup

those two million homes would save \$45 billion in 25 years

\$20 billion

conservation has never been more important

cost to make energy-efficient improvements in two million homes

Most of the approximately 100 million homes in the U.S. waste a lot of energy because of factors such as **poor insulation** and **outdated heating equipment**. The cost to make two million, or just **2%**, of these homes energy efficient would be about \$20 billion — half of the preliminary cost of cleaning up the biggest oil and natural gas spill in U.S. history.

BOTTINI FUEL

We've got you covered.

**“I
couldn't
believe
they
delivered
my
fuel!”**

“Twice during major snowstorms I have been very pleasantly surprised that I received a fuel delivery from Bottini. This was beyond the call of duty!”

—Erika Freer, Poughkeepsie



Bottini Makes It Easy for You to Save With Propane

Bottini Fuel continues to be the propane company of choice in the Hudson Valley and the Northern Catskills because of our competitive rates and outstanding customer service. Besides heating a home with propane, here are some of the many other ways our customers are using propane to make life easier.

All the Hot Water You Want

Not only will a propane water heater give you all the hot water you need, but you will get it for much less than heating your water with electricity. You can save even more by installing a high-efficiency tankless propane water heater.

Cook Like a Pro

If you love to cook, you'll love your gas stove. You get much better temperature control and heat distribution than with an electric stove.

Bask in Ambiance

With a propane fireplace, there's more heat without the work and fuss. Light your fire with a flip of the switch and enjoy the incredible atmosphere you get with today's log sets and realistic flames.

When Lights Go Out, Yours Go On

Your propane generator is your own on-site fuel supply. You'll have plenty of backup electricity to weather power outages until utility trucks get to your neighborhood. Having emergency power provides peace of mind, especially when a winter storm is forecast.

Call us today or go to bottinifuel.com to learn more about our propane products and services.

Attention Batavia Kill customers who use propane. Switch to Bottini for all your propane needs! We'll consolidate your billing into one monthly statement for both oil and propane. We'll also install a new propane tank and give you a pressure test at no charge. Contact us for details!



Hurry!

You Have Until the End of the Year to Save \$1,500!



Replacing your old outdated heating system with new equipment **now** can save you thousands of dollars!

Many high-efficiency systems qualify for a federal tax credit equal to 30% of the cost—up to \$1,500—of installing the equipment. But hurry! This tax credit is only available until the end of this year!

If your heating system is more than 12 years old, look into this now! If you wait until next year, you'll not only miss out on the equipment savings but the energy savings you'll get from day one with your new system—and every day after. You'll get greater comfort too.

Upgrading to a new high-efficiency system could cut your energy consumption and your energy bills by up to 30% or more. Replacing your outdated system also means fewer breakdowns and repairs.

Give us a call today to get started. Our customer service team will make the process simple and easy. **Ask us about special equipment financing too!**

Not ready to install a new system? Enroll in a Bottini service plan and reduce your heating costs by up to 10% this winter.

Call or return the enclosed card for details.