

BOTTINI FUEL

We've got you covered.

PERSONALLY SPEAKING

the fuel price roller coaster

Dear Friends,

Many of you have asked where oil prices are headed, and I wish I could tell you. But I do know that speculation is playing a major role in the most recent upswing. As evidence of this, at one point this spring about **four times more crude oil** was traded than was actually consumed in the entire world.*

The good news is that the fundamentals of supply and demand don't support prices this high. This also happened in 2008, when after a long run-up, prices dropped more than \$2 per gallon in just a few months. It's impossible to know when things might move or by how much. That's why we offer you programs like **price protection** and **EZ Pay**, which reduce the impact of higher prices.

Please understand that nothing would make us happier than to see prices drop. When prices rise this high, we suffer

along with you. It just increases our costs and makes it harder for our customers to pay their bills.

One thing that always pays off no matter whether prices rise or fall is to cut your fuel consumption. We can help with this, because we carry a full range of energy-efficient heating equipment that could **reduce your bills by up to 30%**. Our tune-ups and service contracts can lower your costs even further.

Besides saving you money, Bottini Fuel has the resources, commitment and experience to keep you **warm and safe** year after year. You have my word that whatever happens with prices, fuel supplies or the weather, you will **never be left out in the cold** as long as you're our customer.

Warmly,



Rick Bottini



Rick Bottini



Register for online access
and You Might
win an iPad 2

Now you can manage your account 24 hours a day—just go to bottinifuel.com and click "**B-ONLINE**" to sign up. You'll be automatically entered to win an iPad 2 from Apple.

Congratulations to the winners of the iPads from our fall newsletter contest:
Rich Harris and **Allison Fox**.

*Sources: Finance.fortune.cnn.com/2011/04/08/; reuters.com/article/2011/03/03

our pink truck is on a roll!

Have you seen the truck? One of our Bottini Fuel trucks has been painted pink to raise awareness about the **Miles of Hope Breast Cancer Foundation**. But we're not just raising awareness, we're raising money too.

We continue to donate 1¢ to this worthy cause for every gallon of fuel we sell. At this writing, we have already raised \$4,547.

about Miles of Hope

The mission of the Miles of Hope foundation is to provide funding to local nonprofit organizations for support services and outreach for people affected by breast cancer. Bottini Fuel supports this effort to provide direct assistance to our neighbors here in the Hudson Valley.



Miles of Hope holds several fundraisers each year, including a Community Walk for Breast Cancer the first week of October. If you would like to learn more about the Miles of Hope foundation, please visit MilesofHope.org.

Q & A *Price Protection*

Q: *Which way will prices go?*

A: As we have seen, that's really anybody's guess. There are so many factors that affect the price of fuel—supply and demand, political events, speculation—that trying to figure out whether and when prices will go up or down is pure guesswork.

Q: *Does it make sense to get a price cap?*

A: That's for you to decide based on your personal situation and whether or not you think prices will rise. People who chose a cap a year ago are happy that they did, but there is no way to know if it will pay off next year. Rather than tell you what to do, we feel it is important to give you choices. This year we have added to your choices by offering you two different price cap levels. You can learn more and enroll at bottinifuel.com.

Q: *Why does it cost more to get a price cap this year?*

A: When the fuel markets are volatile, the cost to protect your price goes up. Our response to recent volatility is to offer you two different price cap options this year. **Option #1** caps your fuel price for **20¢ per gallon with a higher ceiling**. This means that if prices go up, your maximum or cap price will be set higher. **Option #2** caps your price for **35¢ per gallon, but the cap price is lower**.

Q: *Why does one price cap cost more than the other?*

A: Because you are essentially buying more “price insurance.” It's like car insurance; when you choose a higher deductible, you are accepting the risk that if you get into an accident, you will have to pay more money out of pocket before your coverage kicks in. With a lower deductible, your insurance cost is higher, but you'll pay less out of pocket.

With the higher price cap, you pay less for the protection and you accept the risk that if prices continue to rise, you will have to wait longer until you hit the price ceiling. You pay more for a lower cap because if prices go up, you will reach your maximum price sooner.

Q: *I saw one company advertise a free price cap. How can they do this?*

A: They can't. Any company that offers a price cap has to buy price insurance from its suppliers. If a company says it isn't charging for a cap, the cap fee is either built into its fuel price or it did not purchase enough insurance to protect your price.

Companies like this typically lure customers in with a low price that only lasts for a limited time. Once customers sign on the dotted line and the introductory period expires, their price shoots up and **they are stuck** with the company for the duration of the contract—the only way “out” is to pay a big termination fee.

Companies like this do not care about their customers. In contrast, Bottini is completely transparent about pricing. We are the only full-service fuel company in the Hudson Valley that posts its prices online. You can count on us for **Guaranteed Fair Pricing**.^{*} For the eighth year in a row, our average price has been below the New York state average.^{**}



John Hughes Sales Executive



To learn more about your price protection options and to enroll, go to bottinifuel.com and click on “Price Protection.”

^{*}Guaranteed Fair Pricing: Our price will be equal to or below the average charged by fuel dealers in New York state as tracked by NYSERDA.
^{**}as posted by the New York State Energy Research and Development Authority (NYSERDA)

New! Access your account 24 hours a day

You asked for it, you got it. In response to our customers' requests, Bottini now offers you 24-hour access to your account information. Now you can schedule a delivery or a yearly tune-up, check your fuel usage or your account balance, or confirm that we have received a payment any time of the night or day.

We had previously given you the ability to enroll in price protection online; now with online access to your account, you



can do more and you can do it when it works for you.

You need to register for online access—just go to bottinifuel.com and click “**B-ONLINE**.”

We look forward to welcoming you online; in the meantime, you can rest assured that we will continue to look for ways to make your life easier.

B-ONLINE

**Instant Account
Access 24/7**

finding a new customer in a snowstorm



Last winter, after a snowstorm dropped 18 inches of snow across the Hudson Valley, our phones started ringing. As a rule, we help Bottini customers first, but then we got a call from Michelle G. of Newburgh. She told us that she was eight months pregnant, and she had run out of heating oil. To make matters worse, her husband was stuck at work because of the snow.

Given the circumstances, we knew we had to get heating oil to Michelle as fast as possible. So we rerouted one of our

delivery trucks to her home and restarted her boiler.

“I called four other companies that day and Bottini is the only one that seemed to care,” says Michelle. “Even with all the snow, they were here in less than an hour. I don’t know what I would have done if they hadn’t helped me.”

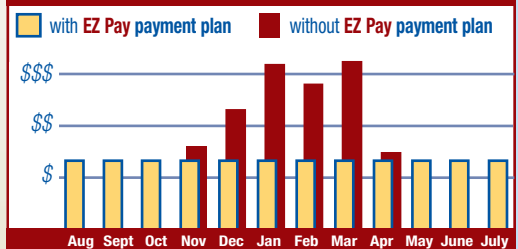
Michelle and her husband were so impressed with our service that they are now Bottini customers. And just to make sure they never run out of fuel again, they have decided to go on automatic delivery.

EZ Pay really works for this mom

Mary P. of Wappingers Falls used to prepay for her fuel. But it wasn’t always easy coming up with the money to pay her fuel bill in advance, she admits. “When oil prices were lower, it worked for us, but as the price went up, it’s tough to lay out all of that money in advance,” says Mary.

Mary, a stay-at-home mom, also says that three years ago, prepaying turned out to be a bad idea. “Prices were going up and up so we bought our oil, and as soon as we did prices dropped. I know it was my decision, but I felt like I really lost that year.”

EZ Pay payment plan comparison



That was when Mary decided to try **EZ Pay**, our monthly payment plan. With EZ Pay, we estimate your fuel needs for the season based on your past usage, the weather and current fuel prices. Then we divide this total into 12 monthly payments. “Now I know what I need to pay every month, and I definitely don’t miss paying that big bill in September,” says Mary.

With energy prices higher, EZ Pay makes your fuel bills much easier to manage. To learn more you can go to bottinifuel.com and then click on “**B-ONLINE**.”



**EZ Pay makes your fuel bills
much easier to manage.**

BOTTINI FUEL

We've got you covered.

Main Office:
2785 West Main Street
Wappingers Falls, N.Y. 12590
845-297-5580

Call Us! Branch Offices:

Kerhonkson	845-626-7766
Margaretville	845-586-1867
Port Jervis	845-856-7831
Red Hook	845-876-3835
Saugerties	845-246-4931
Wappingers Falls	845-297-5580
Washingtonville	845-497-5000
Cairo	518-622-9512
Tannersville	518-589-5222

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Fuel Oil • Propane • Heating and Air Conditioning Sales & Service

Visit Us! bottinifuel.com

★ cut your winter bills with EZ Pay

★ go online and enter to win an iPad 2

making efficiency affordable

This is a great time to purchase a new energy-efficient boiler, water heater or central a/c system. Financial incentives from local utilities and Bottini are available, and right now Bottini is offering qualified customers 0% financing on select equipment—but you must purchase before August 31, 2011.

The application process for financing takes only a few

minutes, and we can let you know right away if you qualify. Remember too that because these products increase energy efficiency, you will start saving right away. Please call us today and ask to speak to one of our equipment specialists.

Here are some of our most efficient—and popular—equipment options:

0% financing
for qualified customers



Heil® High-Efficiency Air Conditioning System

- ✓ Two-stage system cools more evenly
- ✓ Deluxe sound blanket reduces noise level
- ✓ Durable galvanized steel cabinet
- ✓ Efficient scroll compressor
- ✓ 10-year no-hassle replacement limited warranty
- ✓ Up to 16- or 18-SEER; Energy Star



Prestige Solo 110 Stainless Steel Wall Mounted Boiler

- ✓ Ultra-high efficiency rating of 95% AFUE
- ✓ Higher water volume than competitive units
- ✓ Quiet operation
- ✓ Capacities range from 60,000 to 399,000 Btu/Hr
- ✓ Natural gas or propane
- ✓ Energy Star listed
- ✓ Space-saving

“Should I switch to propane?”

People sometimes ask if it would make sense to switch from heating oil to propane. Since we know all about both fuels, we can give you an objective cost analysis and suggestions you can trust.



It's important to know that switching fuels involves converting burners, adding lines, pulling the oil tank and other steps. These costs can add up. It may make greater financial sense to upgrade your oil heating system to new high-efficiency equipment—and reduce your fuel expenses by as much as 30%.

two fuels are better than one

Remember this too: you don't have to choose between oil and propane. Many people use both fuels in their homes. You can use propane to cook your food, dry your clothes, or power your backup generator. In summer you can use propane to fuel your barbecue grill; in fall it's a great way to warm up the patio on a cool night.

To learn more about propane and how it can fit into your household energy mix, please give us a call.