

13 Years

Voted "BEST OF" MetroWest

# HEATING

## Jamie Oil Headlines

Immediate Press Release

www.jamieoil.com

508-231-1400

### A Few Answers

In anticipation of our customers inquiring about GREENRFUEL, I thought I would answer some questions that you may have about our new, cleaner burning fuel:



Tom Carey

*How much more will the new product, GREENRFUEL, cost?*

The new product, while cleaner, **will not cost our customers one cent more** than traditional home heating oil. In fact, the price survey enclosed demonstrates that our cleaner and greener product is cheaper than our competitors' traditional heating oil.

*Is GREENRFUEL a Biofuel blend?*

No. GREENRFUEL is a 100% petroleum based product. Biofuel blends usually include a percentage (usually 10% or less) of a flammable organic substance such as cooking oil or a soy based material. GREENRFUEL does not include any organic material.

*What makes GREENRFUEL different than ordinary home heating oil?*

GREENRFUEL burns cleaner because it includes an Ultra Low Sulphur component which reduces annual soot emissions by as much as 60% when compared to ordinary home heating oil.

*How does GREENRFUEL compare with other sources of energy in terms of being friendly to the environment?*

First of all, burning wood to heat your home has always caused more than five times the emissions of traditional home heating oil to be released into the air...GREENRFUEL will minimize particulate emissions to the point that we will be on par with natural gas.

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### Jamie Oil Announces.. Greenfuel



Every day, an increasing number of New Englanders are concerned about our environment. More and more homeowners are recycling and many of those shopping for a new car want the cleanest running vehicle with the best MPG. Most customers want to be certain their vendors have as small a carbon footprint as possible.

Three years ago, Jamie Oil announced a new partnership with Energy Kinetics, the manufacturers of the System 2000 heating system, which is designed to reduce most homeowner's fuel consumption by as much as thirty percent. The launch of this program was more successful than we possibly could have imagined. It was clear that our customers wanted green products.

When we made the commitment to supplying our customers with the greenest heating equipment available in New England today, we also made the commitment to running the greenest home heating oil company in Massachusetts. As we seek to attain this goal, we are faced with two challenges:

The first challenge is the fuel itself. While improvements have been made in how clean gasoline and diesel fuel burn and the

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### Tom Howie's Corner

Tom Howie

Most of the customers I talk to want to be more energy efficient. With the way the economy has gone over the last few years and their concerns for the environment, they want the most from their energy dollars while also helping to improve the environment.

When our customers need a new heating system, we offer two outstanding boiler options. The first is the Weil McLain, a tried and true model that has been a solid performer for decades. The

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### Oil Price Survey

*see details on back page*

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## A Few Answers

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*Do you anticipate any other changes to home heating fuels in the future?*

Yes. Over the last twenty five years we have seen improvements in the quality of fuel products. It started with the ban of leaded gasoline and progressed to low sulphur diesel fuel, which lowered emissions from buses and trucks. We expect that Massachusetts will require all home heating oil dealers to market cleaner products in the years to come.

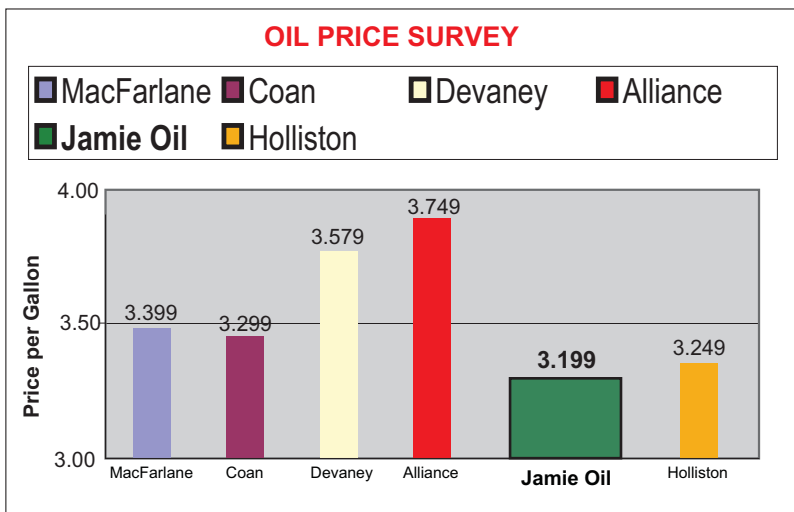
*What else does a JOC customer need to know?*

As always, we embrace the opportunity to provide cutting edge quality to our customers. Just as we have always taken the lead in offering innovative fixed pricing while educating our customers on the inherent risks involved, we are proud to be at the forefront of a movement that we believe benefits everybody.

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## Oil Price Survey

Framingham, MA – On a cold day in mid December 2010, as grammar school kids raced home from school to skate on frozen ponds, and holiday shoppers were off to the mall, home heating prices went up. On that day, in the Metro West area, full service oil dealers charged prices that ranged from \$3.199 to \$3.749 per gallon. The graph below shows the daily rates charged by various retail home heating oil companies:



The data clearly shows that Jamie Oil, when compared to companies that offer a similar range of services, is committed to providing the best value for its customers when the weather is cold, and oil prices really matter. The data also demonstrates that those companies that offer new customers the lowest rates in August, actually charge the highest prices in the state once the weather gets cold.

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## Jamie Oil Announces... Greenfuel



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impact each has on our environment, little effort had been invested in the levels of pollution caused by home heating oil until recently. **Jamie Oil is proud to announce that all of our Massachusetts delivery routes will be supplied with GREENRFUEL, a blend of the cleanest burning heating oil products available in New England today.**

The second challenge concerns the other kind of green, money. If the new product costs too much money, few people will buy it. While it is true that most energy saving, emission reducing technology is more expensive than whatever it replaces, we are thrilled to announce that GREENRFUEL will be delivered to our customers at the same competitive prices that you have always come to expect from Jamie Oil. **GREENRFUEL will be delivered to your home or business at no additional cost to you.**

As a customer you do not have to do anything to sign up for GREENRFUEL; we have been delivering the product since December 1, 2010. You can expect less wear and tear on your heating system and fewer unexpected repairs, which can be very expensive. We are able to offer this product based on our ability to buy fuel directly from refiners who recognize the need for a cleaner, greener home heating oil.

We thank you once again for the opportunity to serve you as we look forward to offering the best service and most environmentally sensitive products available in the marketplace.

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## Tom Howie's Corner

*Continued from Page 1*

second option, the System 2000 by Energy Kinetics, offers the latest in residential heating technology.

One of the primary reasons my brothers and I chose to merge with Jamie Oil was that like our company, they too were System 2000 dealers. No matter which system you choose, you can rely on an expert installation by the best oil heat service department in Eastern Massachusetts. Our install crews are headed by Rick Auen and John Gallagher, each of whom has over thirty years of experience in our field. They know how to do it right.

If you are considering an energy saving upgrade to your heating system, contact Catie in our Service Department, who will schedule Rick or John to visit your home, evaluate your needs and provide an estimate, free of charge. I wish you a happy new year as I look forward to seeing you soon.

[www.jamieoil.com](http://www.jamieoil.com)

