



Warm thoughts

from BURCH OIL

spring 2009

PERSONALLY SPEAKING

your comfort means a lot to us

Dear Friends,

When it comes to your home comfort, service, quality and dependability really matter.

In these challenging economic times, however, it's tempting to look for bargains. When fuel prices were skyrocketing last year, some dealers tried to lure new customers in with low-price "teaser" rates.

Burch Oil doesn't use gimmicks or play games to win over customers. Our goal is to combine competitive prices with quality service you can trust. Most of our employees have been with us for many years and they live right here in this community. We know our customers and their home comfort needs.

You can also count on us to provide you with many cost-effective energy-efficient solutions—including equipment upgrades, tank protection, service plans and monthly payment plans.



Sonny Burch

And you can always count on us to be there for you, whether it's quickly solving no-heat emergencies, installing new heating or cooling equipment or tuning up your system to keep it running efficiently.

So depend on us to continue to give you good advice and do things the right way. Prices will go up and down, and unreliable

oil companies will come and go. But our commitment to you will never disappear. We'll always be around to help you and your family stay comfortable. That's the way we've done business for 81 years.

With warmest regards,

Sonny Burch
CEO

new equipment is a winning investment

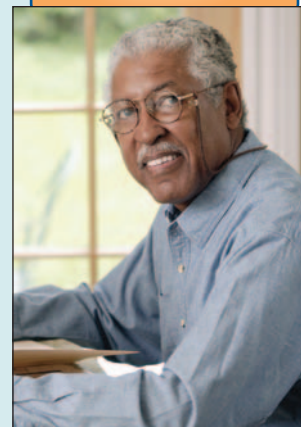
Installing energy-efficient equipment is one of the smartest investments you can make, and there has never been a better time to purchase a new system.

Thanks to the passage of the federal stimulus bill, you may qualify for a federal tax credit of \$1,500 on a new energy-efficient heating or cooling system. For example, if you spend \$5,000 on a new system this year, you can offset up to 30% of the cost by claiming a \$1,500 credit on your 2009 federal income tax form when you file next year.

A new comfort system can also save you 30% or more on energy costs. Combine these energy savings with the \$1,500 tax credit—and you can start to see how much your anticipated savings will be.

Call or return the enclosed card today. We have an expert on staff who will be glad to give you complete details about how you can benefit from new high-efficiency equipment—and the \$1,500 tax credit.

You may qualify for a **\$1,500 tax credit!**



WIN a Mini-Laptop!

\$400 value!

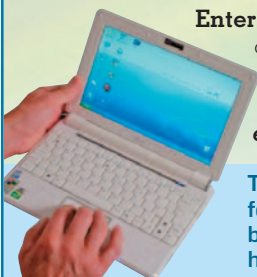
HERE'S YOUR CHANCE to enjoy the latest in computer technology.

Enter to win a 10-inch "netbook" mobile Internet device with the power of a full-sized laptop! **Five prizes will be awarded**, so your chances of winning are greater than ever!

To enter, read this newsletter and answer the questions on the enclosed card. Correct answers received by 7/3/09 will be entered.

The **Asus EEE PC 1000** weighs less than 3 lbs., features a large screen and keyboard, provides battery life of up to seven hours and offers high-speed connectivity. Multiple colors available!

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





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- ✓ you could win a mini laptop*
- ✓ make your payments the EZ way!

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

make your bills more manageable

In today's challenging economy, many of our customers appreciate the convenience of spreading out their fuel payments with our **EZ Pay program**.

By paying in 12 equal monthly installments, you won't face huge delivery bills in the winter.

You must be on automatic delivery to sign up for EZ Pay, which is available with or without a price cap.

With a price cap, your price is protected whether market prices go up or down.

If you're on a price protection program, your guaranteed price will only be in effect

if your payments are on time. A good way to prevent late payments is to sign up for EZ Pay's EZ Debit feature, which uses electronic funds transfer to make your payments automatically.

You can also make automatic payments using credit cards; however, paying by credit card is becoming more expensive because of the higher interest rates and transaction fees credit card companies are charging.

Call or return the enclosed card for more information. If you're already an EZ Pay customer, you don't have to do anything. We will automatically renew you in this program so your heating costs stay manageable.



TankSure® Program helps you save

The TankSure® Program is an annual test and inspection program for your aboveground or basement heating oil tank. The test utilizes an EPA-approved ultrasonic testing technology to help us evaluate the safety and integrity of your fuel tank.



The program also includes a tank replacement warranty of \$1,000! This will help you avoid the cost of buying a new tank as well as any clean-up costs associated with a tank leak.

The annual test and inspection also includes a Tank Inspection Certificate, an important document to have if you sell your home.

TankSure is available for a nominal fee of just \$39.95 per year. Please call or return the enclosed card for details.

save \$\$ with a service plan

Many of our customers have been understandably concerned about the possible hardship of a system failure or an unexpected repair bill.

We understand. That's why we encourage you to get an annual tune-up or enroll in one of our service plans, which covers the cost of your annual tune-up. Tune-ups let us find and fix small problems before they become big expensive repairs.

The regular maintenance of your system also helps protect your wallet because it keeps your equipment running at peak

efficiency and conserves fuel, which in essence lowers your heating costs.

In addition to annual tune-ups, our service plans include priority emergency service and big savings on repairs.

Bronze plan members get a 15% discount on repairs, while Gold and Silver plan members are 100% covered for most parts that commonly need replacing.

You can also add coverage for oil-fired water heaters.

To sign up for a service plan, give us a call or return the enclosed reply card.



how are we doing?

Your feedback is important to us. It tells us what we're doing right and how we can improve. We would love to hear from you. If you have any questions or comments, please email us at warm@burchoil.com.