



Aug. 2010

P.O. Box 8, Hollywood, MD 20636

301-373-2131 • 800-479-4120

Keep your heating bills low through next spring.

Dear Customer,

These times are creating challenges for everyone. In reviewing your account, we noticed that you are not enrolled in our EZ Pay plan. Thousands of our customers have already joined this popular plan because it makes winter oil bills a lot easier to manage.

Cut your winter fuel bills in half.

Even though fuel prices have come down from record highs, they are still substantial. At current rates, your first fuel delivery this fall could cost you as much as \$700. But when you join EZ Pay, we estimate your total fuel bill for this year, based on your past fuel use. We then divide it into **11 equal payments**, cutting your winter heating bills substantially. You won't get hit with a huge unexpected fuel bill.

You also won't need to worry that a surprise delivery will come at the worst time. Even if it's really cold and you get two deliveries in one month, you still have one low monthly payment. You will not use more fuel, and you only pay for the fuel you actually receive, at the price in effect on the day of delivery. If your actual fuel costs are higher than our estimate, we will settle up at the end of the program year. If your costs are lower than estimated, you can apply your credit balance to next year's plan or request a refund.

Best of all, you don't pay any more for EZ Pay. You actually save money because we'll give you a 5¢ discount on our daily price as long as your payments are on time.

For extra convenience, you can have your monthly payment automatically deducted from your bank account through our EZ Debit program.

For the lowest monthly payment, enroll by **Aug. 26** by calling us or returning the attached form. After you enroll, we will send you monthly statements.

Spread out the cost of your service plan.

We can also roll the cost of your service plan into EZ Pay. If you don't have one of our service plans, now is a smart time to enroll. For as little as \$14 a month, you get a range of valuable benefits, including an annual tune-up, which can cut your fuel use (and bills) by as much as 10%. A service plan also protects you against hundreds of dollars in unexpected repair costs. If you'd like to talk with someone about our service plans, please call us or return the attached form.

Get price cap protection.

If you're not currently enrolled in our price cap program and would like to be, call us or return the attached form.

(over, please)

Detach along perforation. Retain letter for your records. Please return the bottom portion in the enclosed envelope.

Return this form by Aug. 26 to enroll in EZ Pay.

- Please sign me up for your **EZ Pay** plan so I can spread out my payments and get a **5¢-per-gallon discount**.

Add a price cap

- Yes! I want to add a price cap to my EZ Pay plan.**

Service plan option

- I would like to purchase a service plan** and roll the cost into my monthly payments. Please call me.

Please select your payment option on the reverse side.

I agree to the Terms of Agreement on reverse.

Signature _____

(Signature required. Enrollment will not be accepted without signature.)

Name _____

Phone _____

Account # _____

Our price cap puts a ceiling on how high your delivery price can rise, but it also guarantees that your price will go down if the market falls. It is the safest and most complete form of price protection.

Right now, we can guarantee you a cap price of **\$3.29⁹** per gallon. This cap covers you all the way through **July 31**. Any time our daily price is below this cap price, you pay the lower price. For example, as we wrote this letter, you would have paid **\$2.94⁹** per gallon.

We can't provide this kind of complete protection on our own. We must purchase a type of price insurance from our suppliers, which is why there's a participation fee of \$149 for the price cap option. If you're interested in a price cap, please don't delay. There is a limited supply of price-protected oil, available on a first-come, first-served basis.

If you want this option, please call us at 301-373-2131 or return the attached form. We can answer all of your questions, including those about current pricing and costs. You can also reference the FAQs (frequently asked questions) enclosed.

We're here for you.

As much as we'd like to tell you which direction oil prices will take—or for how long—it's impossible to say. What we do know is that your choice of fuel providers matters now more than ever. Every week there seems to be some new challenge for us as homeowners.

So no matter what you decide, please know that with Burch Oil you can feel secure that we're always here for you—delivering on our promises and providing you with superior service and better ways to manage your fuel bills. It is a privilege for our family to take care of yours.

Sincerely,



Sonny Burch
CEO

P.S. To make low monthly payments this heating season, you need to enroll in EZ Pay by **Aug. 26**. If we do not hear from you, we will maintain your regular delivery schedule and charge you the daily price in effect on the day of the delivery.

Terms of Agreement

- Once customer signs up for price protection, Burch Oil must hedge that fuel for the coming season. Consequently, the cap fee is nonrefundable. Should the customer stop purchasing oil for any reason during the program period, they will be subject to an early-termination fee of \$295.
- All payments, including EZ Pay payments, must be made by due date as noted on customer's statement in order to maintain cap protection. In the event that payment is past due and a delivery is made, the delivery may be re-billed at the regular market price on the day of delivery. All other standard account payment terms will apply on late payments for that delivery.
- This agreement is exclusive of any applicable taxes. Taxes will be added to the agreed cap price for final price.
- All service billings must be paid in addition to EZ Pay payments. Service plans are included in EZ Pay statements.
- Burch Oil may terminate or suspend this agreement in the event there is a halt or disruption in the supply of No. 2 fuel caused by government action, any natural phenomenon, act of God, strike, embargo, terrorist act or any other cause. No claim shall be made under this contract for special or consequential damages.
- Terms of agreement are valid from Aug. 1, 2010 through July 31, 2011.

Please select your payment option.

- I would like to receive monthly statements so I can pay by **check**.
- I would like to pay using **EZ Debit**. (My voided check is enclosed.)
- I want to pay automatically by **credit card** each month. (Please fill out the credit card information at right.)

Credit card information:

Card number

CVV 3-digit # on back of card

Exp. date

Cardholder name

Cardholder signature