



Warm thoughts

from BURCH OIL

fall 2009

PERSONALLY SPEAKING

we'll always be here for you

Dear Friends,

Since reaching record highs in July 2008, crude oil prices have plummeted by more than 50% and we've been able to lower your price as a result.

Heating oil prices run in cycles and depend on the global, political and economic climate. Unchecked speculation has also influenced prices. (See article on page 2.) But, historically, oil has provided the best value in heating fuels in Maryland.



Sonny Burch

We'll continue to offer the most competitive prices possible, and provide you with the highest quality products and services—including equipment upgrades, tank protection, service plans and EZ Pay, our monthly payment plan.

We have dealt with volatile times before and know how to help our customers get through the worst. Prices will continue to fluctuate, and unreliable oil companies will come and go. But we will always be here to take care of you and your family.

We thank all of you, our loyal Burch Oil customers, for your continued trust in us.

Warmly,

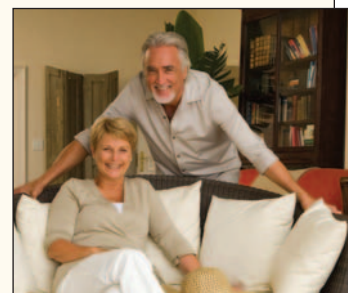
Sonny Burch, CEO

keep enjoying classic oil heat

For years, oil has been the classic heating fuel, keeping homes affordably warm and cozy. Plus, over time, technology has brought great improvements that keep heating oil a competitive fuel for the 21st century.

For example, some oil heat systems are 90% efficient—and higher. These high-efficiency systems not only save a lot of money on fuel, but they also help the environment because less fuel is needed.

Besides efficiency, modern oil burners produce near-zero levels of emissions, so heating with oil today means no odors, soot or other residue in the home.



SAVE on gas at Burchmart

Customers are thrilled about our partnership program with McKay's Fine Foods and Pharmacy. The Gas Cash Rewards program is as easy as 1, 2, 3.

1. Shop at McKay's using your Gold Card
2. Watch your cents per gallon add up. For every \$5 spent on groceries, you earn a savings of 1¢ per gallon. For every \$100 purchased, you earn a 20¢-per-gallon discount. You also earn additional cents per gallon by purchasing specially marked items.
3. Redeem your Gas Cash rewards right at the pump.

Use the Gold Card at any of these five Burchmart fuel stations to get your automatic discount:

- Leonardtown Burchmart
- Hollywood Burchmart
- Charlotte Hall Shell
- Charlotte Hall BP
- Korner Karryout (Mechanicville)

Visit your local McKay's for complete details!



WIN a Blu-ray Disc Player!

Enter to win this amazing Blu-ray Disc Player! You not only get unmatched picture and audio quality; you can also wirelessly tap into streaming entertainment, direct to your TV from the Internet. There's no need to replace your DVD collection—they just look better on Blu-ray.

Read this newsletter and answer the questions on the reply card. All cards received by 12/31/09 with the correct answers will be entered in a drawing. **Five prizes will be awarded!**

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



\$400 value!

The LG BD390 Network Blu-ray Disc Player features integrated Wi-Fi Connectivity, Net Cast™ Entertainment Access and LG SimpLink™ Connectivity.



Heating and Air Conditioning Sales and Service
Indoor Air Quality • Tank Removal and Installation

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Congratulations to the winners of the mini-laptops in our spring newsletter contest:

Caroline Beideman,
Connie Pomilla, Terri Patrick,
Sandra Hobart and David Marlin.

- ✓ win a Blu-ray disc player*
- ✓ save money at Burchmart

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

how we get fuel to you

A lot goes on behind the scenes before our delivery truck makes it to your home. To give you the best on-time reliable service, we plan and organize our delivery schedules in advance.

This enables us to be efficient with our deliveries and overcome obstacles that may cause delays, such as requests for emergency fuel deliveries, cold spells and slippery road conditions. That's why we require a 72-hour notice for deliveries. So if you call for your fuel, please don't wait until the last minute, especially when it's very cold.

Another way to make deliveries efficient is to make it easy for our driver to see and reach your tank's fill pipe. That's why we ask you to keep the area around the pipe clear of any debris, including snow and ice, so our driver can access it easily.



get a FREE thermostat

Some of our customers have done their part to help conserve energy during the high-demand summer months by having a SMECO programmable thermostat installed. Now, they're looking forward to saving money on their heating bills!

They've enrolled in the SMECO Cool Sentry program and have had a digital programmable thermostat installed FREE (a \$300 value). Used correctly, this thermostat can reduce heating and cooling bills by as much as 15%. Customers in the program receive up to \$50 in annual bill credits on their electric bill.

To learn more, visit www.smeco.com and click the Cool Sentry link on the home page.



ask the expert

Q: *Do I need a heating tune-up every year?*

A: We always recommend annual maintenance for heating systems. Customers who don't get regular maintenance service generally experience higher fuel bills and more repairs. Heating equipment that is maintained regularly, once a year, uses less fuel than units not maintained properly.

Q: *My heating system is 20 years old. Should I hang on to it?*

A: An upgrade to a new oil heating system is recommended. The more efficient a system, the less fuel it wastes in the combustion process. Over time, a new system can pay for itself with the lower fuel costs it gives you. Plus, oil heating systems that have a minimum energy-efficiency rating of 90% AFUE qualify for a federal tax credit of up to \$1,500. (AFUE stands for Annual Fuel Utilization Efficiency.)

Q: *How else can I save money on heating this year?*

A: Enroll in one of our service plans. Besides covering the cost of your annual tune-up, our service plans include priority emergency service and big savings on repairs. Bronze plan members get a 15% discount; Gold and Silver plan members get 100% coverage for most parts that commonly need replacing. You can also add coverage for oil-fired water heaters.

Call us or return the enclosed reply card to learn more—about tune-ups, system upgrades, the \$1,500 tax credit and service plans.



John Howe, senior service technician