



508.765.0841
800.344.2260
www.tasses.com

Fuel Oil

- Budget and pre-paid plans available
- Automatic delivery
- Delivery schedule:

- M – Southbridge
- T – Brimfield, Holland and Wales
- W – Charlton, Oxford, Dudley, Webster and CT
- T – Sturbridge, Fiskdale
- F – Kero, Diesel, Gas
- All customers in all towns

Heating

- Installation and service: oil burners, furnaces, oil tanks
- Scul-Tel™ monitor

Plumbing

- Showroom sales for kitchen and baths
- Inside sales for plumbing services
- Free estimates for new and remodeling projects
- Installation and service: water heaters, filtration systems, well pumps, water pipes, backflow devices

Refrigeration/AC

- Installation and service: heat pumps, central air

24 hour service

To make sure you remain on our delivery list, please fill out the form on the other side, place in an envelope and send to:

Tasse's
37 Hook Street
P.O. Box 683
Southbridge, MA 01550

Tasse's 2008-09 oil plans

Helping you navigate a volatile market.

Chances are good that any oil price that we set today could be much higher or much lower by the time you read this brochure. For this reason, Tasse's will not be issuing seasonal rates this year. Instead, we're recommending you enter into a budget plan. When rates stabilize, we may offer a fixed rate plan. Until then, we want to do everything we can to help our customers manage the rising costs.

You can budget costs over 12 months.

We know household budgets are getting squeezed. Tasse's budget plans can help keep your cash flow flowing by providing a fixed cost over 12 months, instead of struggling to pay 75% of your annual heating costs during three short winter months. Talk to us by June 30 and we'll help you figure out your payment. Plus, as long as you make all your payments on time, we'll thank you for your business with a 10¢ per-gallon rebate at the end of the season.

You can pre-pay and save even more.

If your budget allows, you'll save an extra 20¢ per gallon off our regular retail price at time of each delivery by choosing to pay up front for the oil you need this season. Call us to determine your typical winter usage. To be eligible for the discount, you must pay for your oil by September 1, 2008.

To get started, please fill out the form on the flap to be sure you're on our current delivery list, then follow the form instructions to set up the plan options you want.

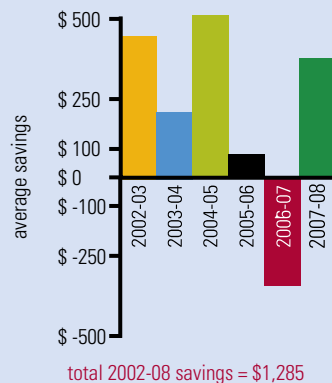
Fixed rates — historically a good bet

In the past few years, customers who locked into a fixed price at the start of the heating season enjoyed significant savings (because higher demand usually raises prices in the winter). One exception was the 2006-2007 season, when prices dropped, much to everyone's surprise.

We know that many of you like the peace of mind that locking in can give you — however, this year is extremely unusual. As we have said, the market has never been so volatile.

When and if the prices stabilize, we will offer a fixed-price rate at that time. If you would really like a fixed rate now, please call Jeff or Leigh to discuss — we do want to work with you to give you the best oil plan for you.

Here is just one customer's history of fixed price savings over the past 6 years:



Who prices oil, anyway?

It's not an exact science, but the basics of oil pricing all come down to supply and demand. While they used to be set by the Organization of Petroleum Exporting Countries (OPEC), today's oil prices are based on commodity trading at exchanges in New York, London and Singapore.

One major challenge is global supply and demand are both difficult to predict. Demand has soared worldwide in part because of emerging markets like China, where car ownership has grown eightfold since 2000 and is expected to more than double by 2015. What makes prediction even harder is that it's not always easy to get accurate forecasting from fast-developing countries.

A few other factors:

- Uncertainty in the Middle East and political unrest in oil-producing countries affects supply.
- The value of the U.S. dollar impacts prices because all oil is traded in U.S. dollars.
- Oil market analysts differ on whether prices will go up or down; there is a lot of speculative opinion out there.



The bottom line is... there's no predicting where oil prices will go in the upcoming heating season. We at Tasse's are subject to the whims of the market as well. But we remain committed to being your advocate and partner in navigating this volatile market — and to providing you with outstanding service at fair rates.

Clean system = lower heating costs

Want an easy way to save up to 10% on your annual heating costs? Keep your heating system in good condition! Summer is the ideal time to have yours checked out to be sure it's running at peak efficiency. Have us clean your furnace or boiler by August 29th and you'll pay just \$90 for up to 2 hours of labor (parts not included).

Please note that because our technicians need to be able to quickly respond to winter emergencies (for customers such as you), Tasse's will do annual cleanings from September 1st - December 31st at our regular price of \$70/hour for oil customers and \$90/hour for non-oil customers. So make sure to call us to schedule your appointment now.

book now!

snip and save, keep near your phone for a handy reference.

snip, fill out and send to Tasse's.

Your 2008-2009 oil plan

Take a look at the new oil plan on the inside left of this newsletter and arrange your preferred delivery options in three easy steps.

1

Complete this form and mail it back to us. This will ensure you are on our delivery list for the season.

Name: _____

Address: _____

City/State/ZIP: _____

Day Phone: () _____

Email: _____

Current customer Yes No
 Previous customer

2

Let us know your preferences by checking all options that interest you. Checking a box does not commit you to any option.

- Budget plan (must arrange by June 30)
 Pre-pay discount
 Pay-as-you-go
*see price-lock note below**

3

To arrange a budget plan or a pre-pay discount call us at 508-765-0841. If you have checked these boxes and we don't hear from you, we'll follow up with a call to discuss your interest.

***Note: We are not offering price-lock at this time due to market volatility. If you would like us to discuss price-lock with us, we welcome your call.**

☎ 508-765-0841

Ask Emma...

This column, named for our friendly 6-year old Labrador Retriever, is dedicated to answering customer's questions.



We want to hear from you. Please send your emails to askemma@tasses.com.

How can I cut my heating bills?

That's the question on everybody's minds these days. There may not be much that any of us can do about market prices, but we can control how we use the heat we're paying for. And, the more we conserve heat, the more demand goes down and the faster prices will go down too!

Here are a few tips to stretch your oil dollar:

- Let the sun into Eastern-facing windows in the morning and Western-facing windows in the afternoon for natural heat
- Manage your window coverings to help let in the sun, and cover the chill at different times of the day
- Close kitchen vents, fireplace dampers and closet doors when not using them
- Remove a/c units when not in use (or cover them well)
- Keep radiators free of dust
- Turn the thermostat down (10 degrees can give up to 10% savings)
- Insulate your pipes and hot water tank
- Avoid space heaters—they're dangerous and expensive!
- Tighten gaps under doors with a bottom seal
- Service your heating system regularly (see inside for special!)
- Install low-emissivity glass windows (If you want to keep your original windows, consider adding an energy-saving window film.)
- Turn down the temperature on your water heater
- Run your dishwasher only when it's full
- Clear furniture and accessories away from your heating vents
- Add or augment attic insulation
- Wash your clothes in cold water

Hot investment tip: If you are thinking of installing new windows, insulation or other heat-saving upgrades, now is the time to do it. You will save money on your heating bills and your investment will get paid back more quickly.

Get the facts on natural gas

Thinking about converting from oil heat to natural gas? Before you decide, learn the facts.

It's not cheaper...

- Natural gas companies advertise free conversion equipment, but labor is not included. You may also need to reline your chimney at additional cost.
- Natural gas prices have risen over the past few years and analysts expect them to rise again this winter. And, as a natural resource, gas prices are subject to volatility just like oil.
- Gas utilities can actually charge you more if the winter is warmer than expected.
- It can cost almost \$4,000 less to upgrade to a modern, cleaner-burning, energy-efficient oil heat system.

It's not safer for you or better for the planet...

- Gas explodes; oil heat doesn't.
- Utility gas home heating systems are the leading cause of death from carbon monoxide poisoning.
- Utility gas is mostly methane, which is 20 times more harmful as a greenhouse gas than carbon dioxide.

BioHeat – Offered exclusively in this area through Tasse's. Clean-burning fuel means cleaner air for all of us.

There's no question that we need to start reducing dependence on foreign oil and exploring greener energy sources. That's why we're proud to report that all of the oil you order from Tasse's is an innovative blend of traditional heating oil and biodiesel called BioHeat. And we're the only company in the area where you can get it.

Biodiesel is a clean-burning alternative fuel produced from vegetable oils and animal fats. It's the only alternative fuel to have completed the health effects testing requirements of the Clean Air Act. And the results are promising. Our BioHeat blend reduces sulfur-oxide emissions by up to 80%, according to tests conducted by the National Oilheat Research Alliance. Plus, your oil-burning system can efficiently burn BioHeat without any special equipment or add-ons.



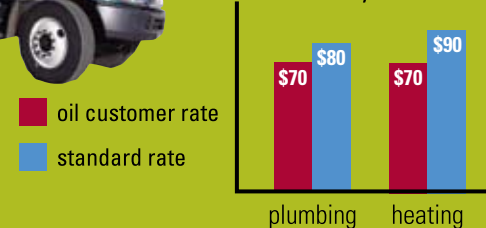
There's nothing extra you need to do. If you already buy your oil from Tasse's, you are already using BioHeat. And in doing so, you are helping to improve the health of our environment.

Save on service calls

Not only do Tasse's oil customers get experienced technicians and priority response—they also get an exclusive price break on heating and plumbing service calls.



Our oil customers save on hourly service:



Tasse's
Bio+ Heating Fuels & Service

Volume 2
Spring/Summer 2008



Dear Tasse's Customer,

There is no doubt that we have an uncertain heating season ahead. The prices we pay for oil have become so volatile that they can change by more than 30¢ per gallon just from the morning to the afternoon! Even the experts don't know where prices are headed this winter. Some are predicting them to double, others say we could see a price drop of as much as 30%. (Wondering why prices fluctuate so much? See "Who prices oil, anyway?" *inside*.)

We at Tasse's are feeling the heat along with you. We've been servicing this area for three generations, and we've never seen anything like this. But no matter what the market is doing, it's our business to do right by our customers. That's why this year we are **not offering a traditional fixed-rate plan and you won't be receiving a mailer from us** to lock in your rate.

Instead, we are recommending that you enter into budget plan which you can do without fixing a price (and if you pay on time every month, you can save 10¢/gallon). Or if you are able to pre-pay, you can save 20¢/gallon. If prices drop down the road and we think it's a good deal to lock in, we will make that option available to all our customers, whether you are pay-as-you-go, budget, or pre-pay. Both Leigh and I are here to talk to any of our customers – and we encourage you to call us – we want to give you an oil plan that works for you.

We look forward to continuing to serve you.


Jeff Tasse, President

Oil price volatility makes it too risky for us to offer fixed pricing at this time. Until oil prices stabilize, we just don't feel it's responsible to offer fixed rate plans to our customers.

In this newsletter:

- Oil plan options
- How oil is priced
- Lower your heating bills
- Natural gas facts
- BioHeat – only at Tasse's
- Sign up for oil delivery

A word of caution:

Beware of any oil company offering you super low rates. Pricing under the market can be a way to bring in fast cash, so you may be dealing with an unstable company. When it comes to heating your home, you want a reliable business that is there when you need them. If what they're selling sounds too good to be true, **it probably is.**