

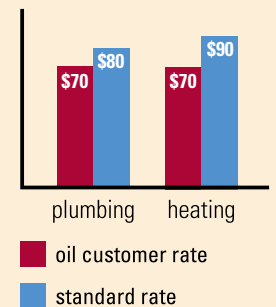


## ENROLL ONLINE FOR ALL OIL PLANS

See inside for details.



Our oil customers save on our other hourly services:



### We're here for you day and night. (Weekends too!)

There might be a good reason why discount fuel providers can offer fuel for too-good-to-be-true prices. Maybe they won't be there when you need them most. Before you sign on with someone who advertises super-low rates, ask them if they'll be available to deliver your oil if you run out in an emergency.

### Dear Valued Customer,

I wanted to take the time to thank you, our loyal customer, for entrusting Tasse's with the peace of mind you seek when heating your home or investing in home improvements. Whether it's the delivery of premium biofuels, furnace cleaning or heating and plumbing projects, you've come to expect a level of service that has been the cornerstone of Tasse's business reputation for three generations. As a member of the Tasse family, you are not only the recipient of highly skilled, licensed technicians providing priority service for your home heating needs, you also receive reduced hourly rates on your heating and plumbing service calls. Check out the savings graph in the column on the right.

The entire Tasse team takes a lot of pride in the relationships we've developed in this community since 1946. We know that you have many choices in where you do your business and we appreciate you choosing us. As we strive to exceed your expectations, we will continue to deliver premium biofuel and ensure your tanks are always filled on schedule. Remember, we're on-call 24/7 if you have an emergency.

In the 2009-2010 heating season, to help you manage your heating budget, we will continue to invest in the highest quality equipment and premium heating oil products that will support a cleaner, more efficient heating system. Though the wildly fluctuating oil prices are seemingly behind us, the current market is still slightly escalated and we do not encourage locking into a fixed pricing structure at this time. That being said, with the launch of our new oil program site (see inside for details) you can track prices as often as you'd like and lock in when you so desire.

In closing, I would like to again thank you for the confidence you've placed in Tasse's and look forward to serving you and your family into the future.

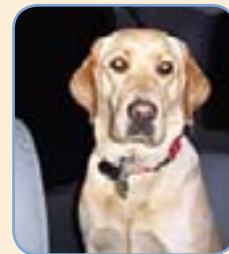
  
Jeff Tasse, President



Save money with  
clean-burn technology.  
See "Ask Emma."

37 Hook Street + P.O. Box 683 + Southbridge, MA 01550

### Ask Emma...



This column, named for our friendly 7-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.

### Is there any other way I can save on my fuel bill besides the obvious things like managing the thermostat, tightening gaps around windows and doors and checking my insulation?

As a matter of fact, there is! Believe it or not, when you buy premium biofuel from Tasse's, you will actually save money over time. Let me see if I can explain in simple dog speak. For the new heating season, we will be delivering Greenburn Combustion Technology® to all our customers. This is different than biofuel which you might have read about on the other side of this brochure. This fuel treatment, Greenburn®, will help improve your system's combustion efficiency. In 2005 we improved your oil resource with premium biofuel and once again, we are taking another step to help reduce the costs associated with your heating budget. Tasse's will be the only fuel oil retailer in our market offering this super premium biofuel – a healthier, cleaner burning fuel!

In the 2009-10 heating season, Greenburn Combustion Technology® will:

- Burn fuel more efficiently, giving you better value
- Create less smoke and soot which means less maintenance and more heat transfer
- Protect your furnace from deposits and corrosion, contributing to longer system life, fewer parts being replaced and the elimination of unscheduled service calls

So what I'm saying is, our Greenburn® product saves you money because you will burn less oil, and minimize the wear and tear on your furnace. I predict you will save 3% on fuel consumption next heating season. And, need I remind you of all the other great benefits of being a Tasse's customer? 24/7 service, discounts on heating and plumbing services and let's not forget, coming into the shop to say hello and scratch me behind the ears whenever you'd like!

snip, and submit for...



### \$10 off your next furnace cleaning!

Book your furnace cleaning before September 1, 2009\* and save \$10 off your total! The summer is the ideal time to clean your furnace – before the heating season begins. A clean furnace runs more efficiently and safely, and it's important to maintain your equipment. So book now and save!

\*Service must be booked by 9/1/09.

# \$10 OFF

## NEW: Sign up for your oil program online!

You choose if and when to lock into your rate

We are proud to announce our new oil program website: [www.tassespriceoptions.com](http://www.tassespriceoptions.com). Just launched this June, the website is now your central location for signing up for your 2009-10 oil program. We hope you'll find it easy to use, faster and more flexible. *Please note we will not be sending out any printed contracts this year; you must sign up online or at the office for any oil-buying program.*



### Lock in your rate when you want.

As we all know, the last few years have seen the oil rates go up and down – just like you've seen at the gas pump. So it's become harder and harder to predict. But, many of you still like the option of locking in your rates for the season so you know what to expect. At our new enrollment website, you can log on at any time to see what the current rate is and when you're ready – lock in. And of course, you can always choose to pay market rate and not lock into a per-gallon price.

### Roll over credit from last year.

Did you have an overpayment from last year? We make it easy to roll over any funds into the upcoming heating season, decreasing your payment. Your statements detail any balance you may have, but feel free to contact us if you're not sure.

### Choose from flexible payment options.

Pre-pay, budget or pay-as-you-go – it's your choice, regardless of whether you lock into a rate or not. With pre-pay, we estimate your usage for the upcoming year (based on past years, and/or the size of your house), and you get 20¢ off per gallon for paying for the full season by July 31, 2009. In June 2010, if you have an over-payment, we will return your balance or credit you for the next year. If an under-payment, we will bill you per delivery. A budget plan is helpful for planning your expenditures, and is estimated the same way as pre-pay. Budget payments are spread out from July 2009 through June 2010. Or if you prefer, you can choose pay-as-you-go and be billed with each delivery.

### Check it out & sign up for your oil program: [www.TassesPriceOptions.com](http://www.TassesPriceOptions.com)

We hope you will find this new service a benefit, and welcome your feedback and questions. Contact us at 508-765-0841 or at [leigh@tasses.com](mailto:leigh@tasses.com)

**No internet access? No problem.** Just come down to Tasse's at 37 Hook Street in Southbridge and we'll be happy to walk through the process together. Or give us a call and we can complete it over the phone.

**Enroll online now! [www.TassesPriceOptions.com](http://www.TassesPriceOptions.com)**

Budget Plan

Fixed Price

Pre-pay

Pay-as-you-go

## Biofuel MA requirement by 2010—Tasse's already has it!

Clean-burning fuel means cleaner air for all of us

The Commonwealth of Massachusetts has passed the Clean Energy Biofuels Act, making us the second state in the country to pass biofuel-friendly legislation. This act dictates that all home heating oil must move from traditional heating oil to biofuel by 2010. In 2005, Tasse's made the decision to move to biofuel – 3 years in advance of this legislation. So we have plenty of experience with all the benefits and challenges. Here are some common questions we receive:

**What is biofuel?** Biofuel is a blend of traditional heating oil and pure biodiesel (made from a variety of sulfur-free natural oils that are a completely renewable energy source).

**What are the benefits of biofuel?** Biodiesel can significantly reduce carbon dioxide emissions, and is non-toxic and biodegradable. It also allows us to reduce dependence on imported oil because biodiesel is obtained on our continent.

**What percentage of biodiesel is required?** By 2010, all oil suppliers in Massachusetts must move to B2, or a 2% blend. Tasse's has been delivering this blend to you since 2005. (Biofuel is categorized by the percentage of biodiesel in the blend. For example, B2=2% blend.)

**Why did Tasse's start delivering biofuel in 2005?** At Tasse's, we are committed to keeping our customers' homes warm and safe, providing cost-effective products and services, while still keeping an eye on the future of our community and world. We could see all the benefits of biofuel, and decided it was the right thing to do, despite there being no mandate at the time.



**What do customers need to do?** Absolutely nothing! Just by being a Tasse's customer and getting your oil from Tasse's, you are already in compliance with the Act, as we only use B2 biofuel currently.

**Want to learn more?** Tasse's is a registered dealer of Bioheat®, a supplier of biofuel. More information can be found at [www.bioheatonline.com](http://www.bioheatonline.com)



**Tasse's**  
Bio Heating Fuels & Service

508.765.0841

800.344.2260

[www.tasses.com](http://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

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



**24-hour service**



## Oil tank in your house?

New Mass. law might affect you

In January 2009, Massachusetts Governor Deval Patrick signed legislation designed to reduce the frequency of oil spills in residential oil tanks. How will this affect you?

1) Any oil supply/return lines installed prior to 1990 that are in contact with earth or concrete run the risk of degrading and leaking and need to be replaced. And all homeowners will be required to have their oil supply/return lines inspected and certified to meet a specified code (527 CMR 4) by a licensed oil burner technician and submitted to the local fire department. This mandate will be effective July 1, 2010.

2) Massachusetts insurance companies offering homeowners insurance will now be required to offer coverage for heating oil releases to qualifying homeowners at reasonable premiums. You may be denied coverage if your lines are not up to code.

Tasse's can help with both the inspections and the upgrades which may include enclosing lines in a non-metallic sleeve and/or installing auto shutoff valves on storage tanks. Compliance enhances the safety of your oil heating system and guarantees that you can obtain additional homeowners insurance should you want it. While it's mandatory to comply with code, obtaining insurance is not.

*This applies to our MA customers; CT has no such law that we are aware of at this time.*