

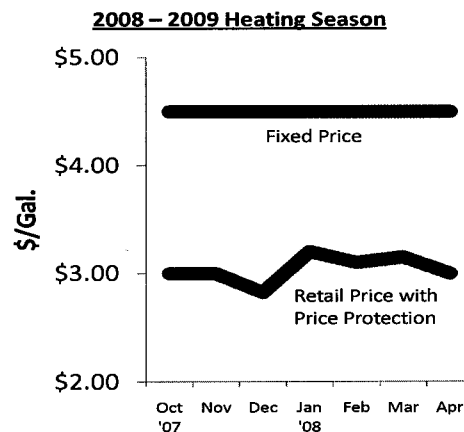
## It's Time to Renew Your Price Protection Plan

Dear Customer:

This past heating season turned out to be better than expected for smart customers like you who participated in the **Price Protection Plan**. Under the plan you enjoyed the best of both worlds - you were covered if oil prices had continued to rise from the levels they reached last spring, but when they dropped, we were able to lower your price by nearly \$2.00 per gallon! As a result, our average **Price Protection Plan** customer saved \$850<sup>i</sup> last year.

Many other homeowners locked in a fixed price for oil last year. They were left paying over \$4.50 per gallon. When you compare this price difference you can easily see why it's important to choose a plan that protects you when oil prices rise AND when they fall. Only the **Price Protection Plan** does both!

Our price protection program is the only approach that helps whether prices are rising or falling.



### ENROLLMENT IS NOW OPEN

It's time to start thinking about your program for next year<sup>ii</sup>. There's no way to predict the cost of oil in this economy. But we have already begun to see fuel prices fluctuate by as much as 20% in just one month. (And OPEC just announced their intention to target a 40% increase in crude oil prices.)

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The one way to guarantee more certainty in the price you will pay for oil is by enrolling in the **Price Protection Plan**. It's easy to get started. Just visit our website, [www.burnsandmcbride.com](http://www.burnsandmcbride.com) and click on the Price Protection Button. From there you can enter your account number (listed above your name on the mailing label from this letter). You will be able to see exactly how much oil you used this year, as well as all of the details on next's year's Price Protection Plan. In order to be protected again next year, you must RE-ENROLL. If you do not re-enroll, we will continue to make deliveries on your regular delivery plan, and you will be covered with our competitive daily rate, but without the benefits of the **Price Protection Plan**.

If you want to eliminate even more unwanted (or unexpected) large bills, check into our budget and service plan programs. Our budget plan helps you cut winter bills in half, by spreading your big payments over 12 full months. And our service plans will cut your fuel use, reduce costly breakdowns and give you big savings on dozens of repairs.

#### **WE'RE HERE FOR YOU**


We know this is an important decision, so we've included a document that answers some of the most common questions our customer's ask us. Please don't hesitate to call us at 302-656-5110 if you need any additional information.

These are very difficult times for many people. We want you to know that we are here for you, ready and willing to do what we can to help you manage your bills and remain safe and comfortable in your home. Thank you for your continued business and enjoy the summer.


Sincerely,



Thomas G. McBride



Terrence W. McBride



James R. McBride

P.S. Please either go online at [burnsandmcbride.com](http://burnsandmcbride.com) or call us to protect your fuel prices for next season.

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<sup>i</sup> Based on 600 gallons usage and a comparison of our average retail price during the 2008-2009 heating season versus a competitive fixed price of \$4.50/gal. Past results are not a guarantee of future savings.

<sup>ii</sup> Optional price protection enrollment is subject to payment of a participation fee based on the number of gallons the customer chooses to protect. Please read our Terms and Conditions for full program details (available at [www.burnsandmcbride.com](http://www.burnsandmcbride.com) or by calling us at 302-656-5110).