



Warm thoughts



from J.J. SULLIVAN FUEL OIL

early spring 2011

PERSONALLY SPEAKING

the ultimate test

Dear Friends,

What a winter! Blizzards, ice storms, a long stretch of freezing-cold days and more snow to top it off. Weather like this really puts a fuel company to the test.

I want to thank all of our employees for meeting the challenge and making sure that all of our customers got their fuel and stayed warm, regardless of the weather.

This is when you can really appreciate the value of being with a full service fuel company like ours, as opposed to a discounter that offers little or no service.

There will probably always be some company charging less for fuel than we do, but when you're deciding on a fuel company, just remember to compare "apples to apples."

Does the discount company offer service? If so, do they use their own company technicians? Or do they use subcontractors who make their money replacing parts?

Does the company offer programs to help you manage your bills and protect you from swings in fuel prices?



Paul Sullivan

I understand how a lowball price could be tempting, but having been in this business for many years, I can assure you that offers like this always come with a catch. And as for that low price, don't expect it to stay low for long.

With J.J. Sullivan, you can rely on us for prompt fuel deliveries, friendly knowledgeable personnel

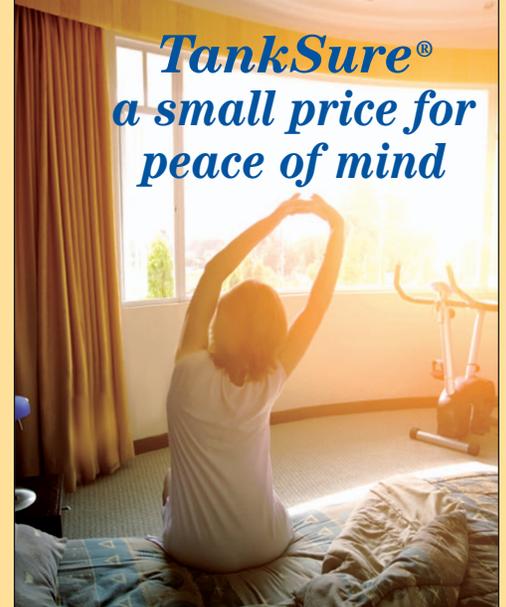
to answer your questions and manage your account, and highly trained technicians for skilled repairs, service and installations.

When you compare the benefits of being with a full-service family-owned company like ours with the risks of buying from an unknown discounter, it really doesn't take long to come to the right decision.

Warmly,

Paul Sullivan

P.S. Fuel prices are affected by a variety of factors, including recent unrest in Egypt and Libya. For more on prices, please see the enclosed guide.



TankSure®
a small price for
peace of mind

A few customers have told us to cancel their TankSure® protection. When we ask why, they typically answer that they are looking for ways to cut costs because of the economy. **That's when we remind them that J.J. Sullivan charges just \$37.95 per year for TankSure—less than any other company in our area that offers this service.** That's because we really believe in the value of the program.

TankSure is an annual test and inspection of your aboveground or basement tank. The inspection evaluates the safety and integrity of your tank using an ultrasonic testing technology approved by the U.S. Environmental Protection Agency.

TankSure-qualified tanks are protected with a proactive tank replacement warranty of at least \$1,000. The warranty is transferable if you sell your home, and even better, it may entitle you to a discount on your homeowner's insurance.

When you weigh the benefits of TankSure—including peace of mind—against the potential cost of going unprotected, there's really no contest.

a big *Thanks!* from our drivers

Our fuel delivery team has asked us to thank all of our customers who cleared snow from driveways and paths so we could get to your fill pipe. With all of the extreme weather we have had this winter, our guys have been working 12-hour shifts, or longer, for 6 or 7 days a week. Your courtesy has helped them deliver your fuel as quickly and efficiently as possible. Thanks from all of us here at J.J. Sullivan!



- ✓ win a 3D HDTV and disc player!*
- ✓ TankSure® protection is a great deal

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

no-heat emergencies take priority

This has been a colder-than-normal winter, with no shortage of snow. We've had many "no-heat" emergencies to respond to under difficult conditions.

As you can imagine, no-heat calls take priority, so unfortunately we have had to reschedule some of our tune-up appointments.

If your tune-up was postponed, we apologize, and we thank you for understanding. As always, we encourage our customers to schedule preventive maintenance for the spring or summer. Even though it is off-season, there's really no bad time to tune up your heating system. Take care of it early and not only will you beat the rush; your system will be all ready to go on that first cold day of fall.

tune-ups save you money

Tune-ups reduce the chance that something will go wrong with your heating or cooling system; they prolong equipment life; and they save energy. If your systems haven't been serviced recently, **a comprehensive tune-up could reduce your heating and cooling bills by as much as 10%.**

Please call us today to schedule your tune-up. If you make your heating and cooling appointments together, you'll get a discount!

Ask us about our service plans, which protect your equipment and include a tune-up.



one visit, problem solved

Mr. W. of Madison had a heating system that was giving him trouble. "It would go down a lot and we'd lose our heat," he says. And each time, Mr. W. would

call his regular repair company.

They would send a technician to get the system going, but before long it would break down again.

Finally Mr. W. decided to call J.J. Sullivan. One of our expert

technicians came to his home, quickly identified what was wrong and made the repair. There hasn't been a problem since.

Now Mr. W. can depend on his system to keep his home warm, without having to worry about a breakdown. That's something he and his wife really appreciate, especially during this year's frigid snowy winter.

J.J. Sullivan is happy we could help Mr. W. and be there for him when he needed us—just as we are for all of our customers.

Win a 3D HD home theater package!

Why pay extra to go out and see movies in 3D? Enjoy them at home instead. This 3D HD home theater package from Sony brings together a 46-inch LED 3D HDTV, a Blu-ray Disc Player, a 3D Sync Transmitter and 3D Active Shutter glasses. For a chance to bring theater-quality entertainment into your home, read this newsletter and answer the questions on the enclosed reply card. All entries received by June 6, 2011, with the correct answers will be entered in a drawing.

No purchase necessary. A purchase will not improve your chance of winning. Entry must be received by 6/06/11. Winners will be selected at random on or about 7/05/11 by Warm Thoughts Communications, Inc. (WTC), Secaucus, NJ. WTC decisions on all aspects of the contest are final. Entrants agree to be bound by contest rules. Winners will be notified by email and may be required to sign a Prize and Publicity Release within 10 days of receipt unless prohibited by law. Failure to comply when requested may result in disqualification and the selection of an alternate winner. No responsibility is assumed for lost, late, stolen or misdirected mail. Entries void if incomplete, not legible or if they contain errors. All submissions become the property of WTC. Employees of J.J. Sullivan Fuel Oil and WTC, their affiliates, subsidiaries, agencies and suppliers, and their immediate families, are not eligible. The following prize will be awarded: One (1) **Grand Prize: Sony home theater package: 46" 3D HDTV, Blu-ray disc player, 3D sync transmitter and two pair 3D active shutter glasses.** Odds depend upon number of entries received. Prize of equal or greater value may be substituted. Acceptance of prize implies consent to use name and photograph in promotional material without compensation. Any taxes and other expenses are the responsibility of winner. Allow 4–6 weeks after selection of winner for receipt of prize. Void where prohibited by law. All federal, state and local regulations apply. The name of the grand prize winner will be published in a future issue of this newsletter.

Correctly answer the three questions below and we'll enter you in our drawing. All entries must be received by June 6, 2011.

1. You would need to burn about _____% more natural gas to match oil's heating output.
2. Leaks or _____ often mean that your boiler is wearing out.
3. Ultra-low sulfur fuel will reduce _____ to a negligible level.

Your email (required): _____

\$2,500 value!



- 3D picture
- 1080p resolution
- 240Hz refresh rate
- Internet video streaming
- Internet connectivity
- 3D movie compatible