



Warm thoughts

from J.J. SULLIVAN FUEL OIL

winter/spring 2010



PERSONALLY SPEAKING

what full service really means

Dear Friends,

During the heating season, we run our business around-the-clock, responding to no-heat emergencies at all hours. When you're a J.J. Sullivan customer, you can count on us for a quick and professional response—even when we're battling tough weather conditions ourselves.



Paul Sullivan

That's true whether we're delivering fuel, tuning up your system to keep it running efficiently, installing new equipment or restoring your heat in the middle of a frigid night. And if you need emergency service, you can be assured that our highly skilled technicians are here to help you, 24 hours a day, 7 days a week.

When you do business with a full service company like J.J. Sullivan, you also benefit from our terrific products and programs.

For instance, we offer service plans that bring you big savings on heating costs and repairs. This is just another example of the J.J. Sullivan difference, which is especially important at a time when some oil dealers are cutting back on service, or eliminating their service contracts altogether.

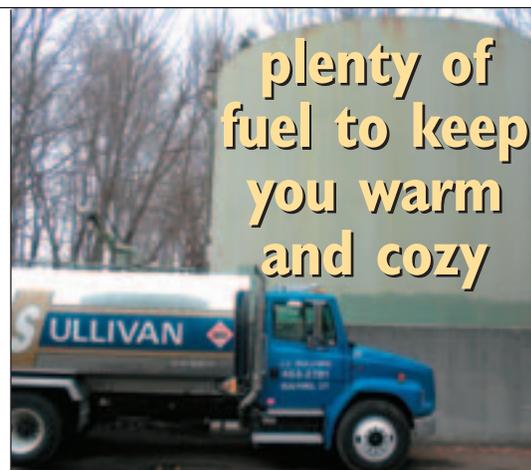
Since we first opened our doors in 1925, our goal has

been to give you the best—and that won't change. We believe quality service never goes out of style.

Please let us know how we can help you this season.

Warmly,

Paul Sullivan



plenty of fuel to keep you warm and cozy

The last thing anyone wants to worry about is running out of fuel on a cold winter day. And you shouldn't have to worry that your fuel dealer might run out too.

J.J. Sullivan customers can be sure that we will always have an ample supply of fuel on hand for them. We fill our trucks from our onsite storage facility, which has the capacity to store more than 200,000 gallons of fuel.

During our nearly 85 years of serving the Connecticut shoreline community, our supply of fuel has never been compromised. You can always count on us to keep you comfortable and safe.

WIN an iPod touch

Enter to win an iPod touch today! It not only lets you enjoy music, videos and games, but it's a pocket computer too, giving you mobile access to the Internet and email.

Read this newsletter and answer the questions in the box at right. All entries that are received by 5-14-10 and have the correct answers will be entered in a drawing.

Five prizes will be awarded.

The 32GB iPod touch holds 7,000 songs, 40 hours of video and 40,000 photos! Features include voice control, Wi-Fi, Bluetooth, built-in speaker and earphones with remote and mic.

\$299 value!

Correctly answer the three questions below and we'll enter you in our drawing. All entries must be received by 5-14-10. Winner will be notified by email.

1. _____ and geothermal energies are being integrated with oil heat.
2. About _____ million homes in the U.S. use oil heat.
3. Natural gas is primarily composed of _____.

Your name and/or email (required) _____

No purchase necessary. A purchase will not improve your chance of winning. Entry must be received by 5/14/10. Winners will be selected at random on or about 5/28/10 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: Five (5) **Grand prizes: 32GB iPod touch**. 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 winners for receipt of prize. Void where prohibited by law. All federal, state and local regulations apply. The name of the grand prize winners will be published in a future issue of this newsletter.

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Saving fuel for a greener footprint

We have always taken pride in delivering our customers the cleanest, safest and most reliable fuel money can buy. Here's an update on how the oil heat industry is working to give you the greenest product possible.



yours is among 8 million of the warmest homes

Because oil generates more Btu's of heat than other heating fuels, the eight million homes heated with oil in the U.S. remain the warmest on the coldest of nights.

For years, oil has been a classic heating fuel. At the same time, oil heat is **modern**. Technology has brought great improvements in efficiency that have reduced annual fuel consumption by 40%.* This has saved customers a lot of money on fuel. And because new systems burn clean and don't need as much fuel, they do not pose a hazard to the environment.

Here are five reasons why today's oil heat is a great option.

1. Greener fuels and energy independence.

The industry is strongly committed to moving toward alternative fuels like Biofuel (also known as BioHeat® fuel). This is heating oil

blended with biodegradable organic materials. Research is also being done to create biofuel from materials like sawdust, prairie grasses, algae and municipal waste. It's estimated that if every household that currently uses standard heating oil started using a bio-blend, millions of gallons per year of regular heating oil would be conserved.**

2. Clean-burning technologies. Modern oil burners emit near-zero levels of pollution; heating with oil today means no odors, soot or other residue in your home. Efforts are also underway to reduce sulfur content to less than 15 parts per million. Widespread use of ultra-low sulfur heating fuel, combined with cutting-edge emissions-control technologies, can reduce already-low emissions even further.

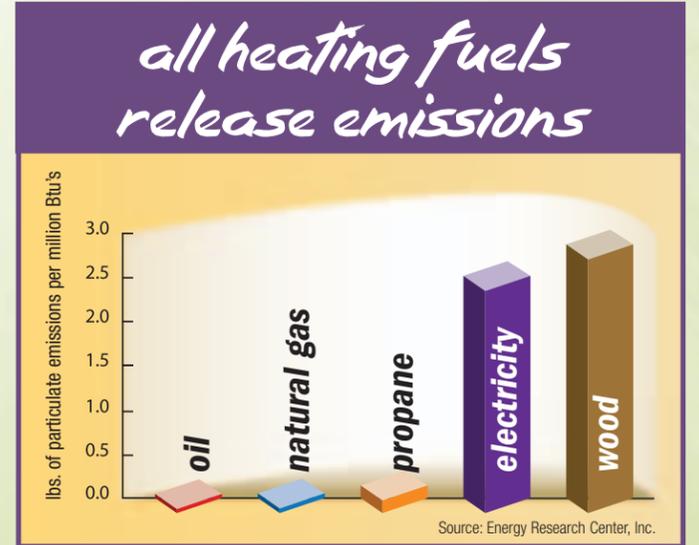
3. Fuel conservation technologies. Today's high-efficiency oil heat systems not only save a lot of money, but they also help the environment because less fuel is used.



The flame retention burner has saved oil heat homeowners billions of dollars in fuel costs and has reduced emission levels to almost zero.

4. High-tech hybrids. Solar and geothermal energies are being integrated with oil heat in hybrid systems for water heating. That means a household's water can be heated with little or no fuel required. A solar water heater can reduce water heating bills by as much as 80% and reduce annual carbon dioxide emissions by 6,000 lbs.***

5. Self-diagnostics. As with modern home appliances and automobiles, many oil heat systems now have self-diagnostic features that will give you an alert when service is needed.



While all combustion fuels create greenhouse gas emissions, the levels and impact on the environment vary greatly, depending on the fuel, heating system efficiency and temperature setting in the home.

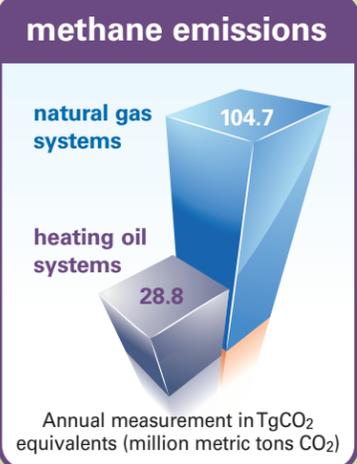


Residential oil burners produce less than one-third of one percent (.003) of total particulate emissions in the United States. The emissions from an oil heating system are about the same as those from a similar-size natural gas burner.

Natural gas is primarily composed of methane, which traps 20 times more heat in the atmosphere than carbon dioxide (CO₂), over a 100-year period.*

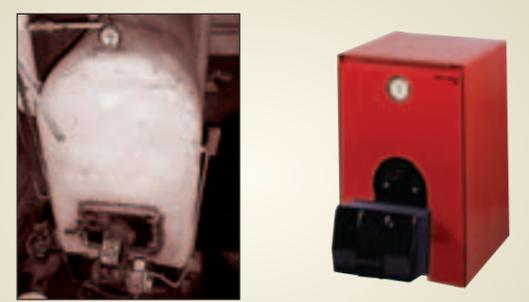
Electricity is often seen as a clean fuel, but coal and other fossil fuels are burned to create electricity in the first place, releasing greenhouse gases into the atmosphere. The EPA estimates that CO₂ emissions from electricity average 16,290 pounds per household.

Wood stoves and fireplaces are also seen as clean burning, but they emit a much higher level of particulate emissions than heating oil.



BILLIONS of barrels of fuel have already been saved through conservation.

the best way to be green is to conserve!



If your oil heat system looks like the one on the left, you can go green and cut your annual fuel costs by hundreds of dollars by upgrading to a system like the one on the right.

* U.S. Environmental Protection Agency ** U.S. Dept. of Agriculture *** U.S. Dept. of Energy

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Return service requested

Congratulations to the winners of the *Blu-ray Disc Players* in our fall newsletter contest:

Diane J. Andrews, Terry Thomas, Carl R. Schriver, Louis G. Gianviti and Lynn & Caro Pape

✓ you could win an iPod touch!*

*No purchase necessary. A purchase will not improve chance of winning. See page 1 for details.

you can save **big** with a service plan

Neglecting your comfort systems can cost you plenty—in wasted energy, high fuel bills and expensive repairs. A great way to avoid these problems is to sign up for one of our service plans. They include our 10-point heating tune-up, which can reduce your energy consumption and your fuel bill by up to 10%, and lower your repair costs too.

We offer two plan levels: our **Value Comfort Plan** covers the labor for repairs as well as the replacement of many parts; our **Value Comfort Plus Plan** includes all this plus coverage for even more parts.

With both plans, we guarantee 24-hour emergency service. In addition, you have our promise that we will respond to no-heat emergencies promptly.

When you have a service plan, you also receive Loyalty Credits, which can be used toward the purchase of new equipment from us. If you're a Value Comfort Plus Plan customer, you get a \$50 credit for each consecutive year you renew your plan; Value Comfort Plan members get a \$25 credit for each consecutive year.

Contact us today for more details.

service plan gives customer less to worry about

When Wayne, a J.J. Sullivan customer who lives in Madison, enrolled in our Value Comfort Plus Plan nearly a year ago, he was looking for protection against high repair costs. He also wanted to avoid the hassles of a breakdown. His plan's regular maintenance and comprehensive repair coverage mean that Wayne and his family now have a lot less to worry about.



Wayne, one of our customers, wanted protection against high repair costs.

"We've had some large repairs—all covered under their premium service contract," says Wayne. **"The plan provides a lot, including an annual tune-up, for a reasonable cost."**

He also says, **"The service has been top-notch and the technicians have been great."**



cool your home without ducts

If you're tired of hauling out your noisy, inefficient window air conditioners every spring, and fed up with them blocking your view, we have a great solution. It's Mr. Slim, a **split ductless cooling system**. You can now enjoy the comfort of central air—even if you don't have ductwork.

As a certified Mitsubishi dealer, we are experts at installing this quiet ductless alternative for cooling certain rooms of your home. A sleek indoor unit is mounted discreetly, high on a wall (see photo), and connects to the outdoor unit with thin refrigerant lines.

For a free estimate and information about electric company rebates and federal tax credits, call us today.

MITSUBISHI ELECTRIC
HVAC Advanced Products Division