



A Special Message to Our Valued Customers

The "My Wesson" Program: My, Has It Grown!

My, oh my! That's what we at Wesson Energy are saying about the growth of our "My Wesson" Complete Home Comfort Program. And **from the terrific feedback we've received from our "My Wesson" program members, you're saying "my, oh my!" to energy and money savings!**

Now in its second year, the "My Wesson" program has achieved great success. We've listened carefully to what you want, and we've responded to your concerns by offering a program that gives you complete home comfort protection – **with an affordable bundle of services you won't find anywhere else. "My Wesson" has proven to be a smart choice, allowing you to realize considerable savings.**



Case in point: "My Wesson" members have earned Loyalty Rewards through the program, and have used them toward advertised specials or for equipment purchases and installations – upgrades they might not have considered otherwise – with our **"veteran" members earning \$350 in Loyalty Rewards!** Congratulations! With "My Wesson," loyalty really does pay off!

In addition, **the "My Wesson" ceiling price has been lower, on average, than the market price this year.**

Plus, **many of you have told us how pleased you are with your Personal Account Manager.** We are grateful that these loyal "My Wesson" team members have helped to make the program a stellar success. Read the interview with one of our Personal Account Managers, Rebecca Faroni, on page 2.

How "My Wesson" Helps You "Go Green"

These days, energy conservation is in the spotlight and "green" has become the "in" color. As a "My Wesson" member, you've already "gone green" in six ways:

1. Your "My Wesson" service agreement helps to ensure that your Oilheat system stays in top-notch condition, burning cleanly and efficiently.
2. Your Loyalty Rewards and Service Agreement Rewards allow you to purchase the latest, most energy-efficient equipment.
3. Your Personal Account Manager is a conservation expert who can advise you on how to save energy, such as recommending a programmable thermostat.
4. Wesson Energy technicians use Testo[®] equipment to measure your heating system's efficiency in minutes.
5. Using propane instead of electricity can lower your energy costs (see reverse).
6. Simply by having Wesson Energy deliver Oilheat with our exclusive RedGuard additive, you're enjoying one of the cleanest energy sources available.

Thank you for being a "My Wesson" program member – and thank you for saving energy *and* the environment.

So, as energy prices remain volatile and Mother Nature lays out her white blanket of snow, you can rest assured that, as a "My Wesson" program member, you are getting the most value for every drop of fuel we deliver.

Thank you again for your loyalty!

See other side for an exclusive interview with
Personal Account Manager Rebecca Faroni

PROPANE: A GREAT CHOICE THIS WINTER

What are you using to heat your fireplace ... your water heater ... your garage? If it isn't propane, you may want to read this article!

Yet another benefit of the "My Wesson" program is that it allows you to combine Oilheat and Propane services. Specifically, you can:

- combine Oilheat and propane costs into one electronic bill payment
- receive multi-fuel discounts
- enjoy the same convenient automatic propane delivery as with Oilheat
- receive a FREE propane tank installation, comprehensive propane service plans and installation of the finest names in propane equipment

And talk about versatility! Propane brings comfort into your life in many ways. You can use it to heat your hot water, fire up your stove, keep your fireplace cozy and warm, heat your garage, and much more! During the warmer months, you can use it to heat your pool or hot tub and fire up the grill. Many of our customers heat their entire homes with propane!

If you currently heat your home with electricity, you may want to check out propane gas. You can't beat the savings! Since 2000, electricity has cost significantly more than propane, when compared per million Btu.

Is propane the right choice for you? See for yourself! Wesson Energy offers a FREE payback analysis to let you know how much you can save when switching to propane.

Wesson Energy makes it easy for you to purchase new propane equipment – with our special 24-month interest-free financing on any new propane equipment installed by us. You can also use your "My Wesson" Loyalty Rewards and Service Agreement Rewards to purchase new propane equipment, such as a furnace, water heater, log set, and more.

Ready for propane? Talk to your "My Wesson" Personal Account Manager today!



My Wesson Profile

Rebecca Faroni, Personal Account Manager

A continuing series of interviews with the people behind the "My Wesson" Program.



Recently, we asked friendly Personal Account Manager Rebecca Faroni to give us five minutes of her time away from tirelessly helping customers receive outstanding service through the "My Wesson" program. Here is Rebecca's take on how "My Wesson" is going as it celebrates its second anniversary:

Q. How has the "My Wesson" program grown since its inception?

A. Since being introduced, the "My Wesson" program has become a great success. Our customers are very excited about "My Wesson," and I'm always getting calls from both current and prospective customers who are interested and want to enroll.

Q. Why do you think the program is succeeding?

A. The "My Wesson" program is a success because of its convenience, affordability, and many added benefits it offers to our customers.

Q. What do you think is the best thing about the "My Wesson" program?

A. I think the best thing about "My Wesson" is that all of our services are incorporated within the program. It's an easy, hassle-free program in that it rolls over from year to year, so customers can just sit back and enjoy the benefits without lifting a finger.

Q. Which special customer concerns have you been addressing lately?

A. With home heating oil prices at an all time high, customers have expressed concern. Fortunately the "My Wesson" program offers a ceiling rate which

protects them from today's rising costs. Customers are also asking about upgrading their old, inefficient equipment — and I tell them that it's easy when they use their "My Wesson" Loyalty Rewards to help pay for their new equipment.

Q. How have you, as a Personal Account Manager, been able to add a "personal touch" in helping your customers?

A. As a Personal Account Manager I am committed to helping my customers in any way I can, and pride myself on providing personalized service to all of my customers. No issues, questions or concerns are too big or small.

Q. How are your customers using their Loyalty Rewards?

A. Loyalty Rewards earned on the "My Wesson" program are used towards the installation and purchase of new equipment. With today's modern equipment, our customers can save up to 30% in energy costs.

Q. Anything else you'd like to add?

A. If customers need additional information or require assistance, we can be reached Monday - Friday, 8:00 a.m. to 9:00 p.m., and 8:00 a.m. to 1:00 p.m. Saturday.

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