



Dear Valued Reel-Strong customer,

**We're getting married!** *Well, kind of, sort of, that is.* We are merging with our friends at Woolley Fuel. Many of you already know the Woolley family – their family-owned; veteran-owned company has been in business since 1924. It was easy for me to select the trusted and well-known Woolley Fuel company to continue our HVAC services and fuel delivery to my loyal customers, with four generations of Woolley's creating a solid, customer-service oriented business. As a Woolley Fuel customer, you'll have peace of mind knowing that, besides their long tradition of outstanding service, you'll now have:

- An expanded staff of technicians – nine trained, professional techs will be at your service.
- In addition to heating oil, you'll have access to Bioheat.
- Plumbing services
- Price protection
- Online access to your account with streamlined, mobile/online orders
- Self-serve portal for customers who prefer online web access to account information
- Newsletter
- Paperless option available

That's in addition to the tank protection, budget plan, and automatic deliveries that you've always enjoyed with Reel-Strong Heating and Cooling.

Visit Woolley's welcome page to learn more about why I'm so excited!


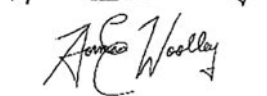
**[www.woolleyfuel.com/reel-strong](http://www.woolleyfuel.com/reel-strong)**

Or call. *(A pleasant voice will always answer).* You can use the same number as always (908) 276-0900. You'll be pleased to know that Michael, Jean, and Jill will be part of the Woolley team and available to answer any questions or concerns you may have.

Effective immediately, contact Woolley Fuel directly for your fuel requirements at (973) 762-7400.

Thank you for being part of our "family"!

  
Peter Crane

  
  
Norman W. Woolley  
Norman E. Woolley



**Q: If I have a question or a problem, with whom do I speak?**

**A:** Mike Difabio, Jean Bagdonas, and Jill Carl from Reel Strong will still be here to help you with any questions or problems you may have. You can also talk with Norm Jr. or Norm Sr. at Woolley Fuel Co. at (973) 762-7400.

**Q: I'm on automatic delivery. How will you know when to fill my tank?**

**A:** We have all of your Reel Strong records and have added them to our computerized delivery system. You'll receive deliveries automatically, according to the weather and your usage patterns. Of course, anytime you feel that your deliveries are too close together or too far apart, just let us know. We also offer a .10 per gallon discount if you charge the delivery on credit card the next day.

**Q: What if I have a budget plan with Reel Strong?**

**A:** Nothing will change. Just continue to use your coupon book or set up Automatic Payments.

**Q: What about my current discounts with Reel Strong?**

**A:** You will continue to receive those discounts and in all cases they will now increase. Woolley gives .05 off for senior citizens or veterans (was .02). Woolley offers .05 off for payment within 10 days (was .03). Woolley offers .10 off for auto credit card the next day (was not offered). Service plan customers will get 15% off flat rate repairs.

**Q: I really liked Reel Strong service. Can I expect the same from you?**

**A:** Yes, especially because we now have twice as many technicians available to serve you. Not only will the same employees from Reel Strong be serving your home, but you'll have access to a larger staff. That means when one technician is busy, you won't be stuck waiting.

**Q: What about my annual tune-up?**

**A:** If you haven't had your tune-up yet, please call us for an appointment. We'll set up a time that's convenient for you.

**Q: What are your regular service hours?**

**A:** Woolley Fuel Co.'s regular service hours are:

- Monday - Friday 8:00 am - 4:30 pm
- Emergency Service Hours:  
Monday through Friday from 4:30 pm to 10:30 pm  
Weekends and Holidays from 8 am to 10:30 pm

**Q: Do you accept credit cards?**

**A:** Yes. For your convenience, we accept MasterCard, Discover and Visa. You can look up your account at anytime with your email and account number. We will have new account numbers for you very shortly.

**Q: Will you still service air conditioning systems?**

**A:** Yes. You can count on us to meet your cooling needs.

**Q: What about our gas heating system?**

**A:** Yes. We install, repair and maintain gas furnaces. Additionally, our plumbing services include water heaters, sump pumps and emergency plumbing services.

**Q: Do you provide propane?**

**A:** Yes. We can fill your propane tanks on our premises.

Anytime you have a question or problem about anything related to your heating and/or air conditioning system, call us at **(973) 762-7400** (Woolley Fuel) or **(908) 276-0900** (Reel Strong), **[www.woolleyfuel.com/reel-strong](http://www.woolleyfuel.com/reel-strong)** for the latest updates and more about our company. You can always email us **[info@woolleyfuel.com](mailto:info@woolleyfuel.com)** as well.