

HOME *comfort* NEWS



Your Home Comfort Specialists



SPRING / SUMMER 2005



In Touch with You

Proudly serving all your family's home comfort needs

Dear Valued Customer,

Welcome to our very first issue of *Home Comfort News*. We've packed it full of articles about ways your family can achieve greater home comfort all year round, information on our service programs and coupons from our sister company, **Bell Stores**, to help you save!

This newsletter also gives us a way to address common issues that we hear about from you, our customers.

The most frequent concern: *fuel costs*. The war in Iraq, the threat of global terrorism, refinery bottlenecks and increased global demand have driven crude oil prices to record levels.

We value you as a customer and as our neighbor. The higher cost of fuel puts a crunch on your budget and we want to help in any way possible. While we can't actually control the price of oil because, like other local oil companies, we are a distributor that buys on the open market, we can provide you with ways to save on your heating bills.

You can be assured that oil is still the smartest, most cost effective way to heat your home. Studies prove that conserving energy and upgrading older equipment give you the absolute highest return on your investment—and in fact, converting to another fuel source costs you a lot

more in the long run. We encourage you to read the articles in this newsletter to see how you can save money and improve your home comfort, especially in the *Conservation Corner*.

It's one of many ways we provide you with "full service" value. As a full service company, we offer many additional benefits that a discount oil company cannot, such as:

Abundant Fuel Oil Supply - Since 1939, we have been supplying heating oil for the region, and this longevity and our large volume allows us to receive top priority from our suppliers.

Services - We offer a full service department with highly trained, in-house technicians with 24/7 emergency response capability. We install and maintain all types of burners, heaters and boilers and now have expanded our services by including air conditioning sales and service. With one phone call, we are available to help you save time, money and unnecessary frustrations year round.

Budget & Financing Plans - We understand your family's concerns with unexpected high heating bills during extreme weather conditions.

To help alleviate these worries, we offer budget plans as well as financing for easy equipment upgrades.

Automatic Delivery - With automatic delivery, you won't need to worry about checking your oil tank or running low on fuel on a cold and blustery night. Our state-of-the-art computer system monitors your individual heat use, along with the weather conditions and automatically schedules your next oil delivery. Thus, there is no need for you to call and schedule a delivery!

Value You Can Count On - As a full service company, Campbell Oil is committed to providing you with a level of service that can't be matched. Our family-owned, community-minded company has been around for generations and we all strive to do our best to uphold the reputation that we've built. For over 65 years, our employees, including the service technicians, dispatchers, drivers and customer service representatives, have cared about you and your family. Nights, weekends, holidays and in times of crisis, we have been here to provide you with the very best service and programs.

Thank you for trusting Campbell Oil with your family's comfort.

Sincerely,

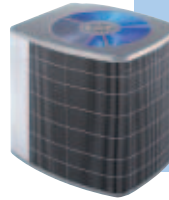
Brian Burrow
President

Summer comfort solutions

CENTRAL AIR CONDITIONING

Be cooler, sleep better, and feel safer

Using a noisy, inefficient window air conditioner to beat the heat? Then it's time to come home to the quiet, cool comfort of central air conditioning! Central air is an outstanding investment that increases the value of your home and saves on energy costs. It's significantly safer too — windows can remain closed and secure without sacrificing your comfort. And with our financing options, it's easy to get exactly what your family needs!



FACT:

Central air conditioning is up to 50% more energy efficient than window units

FACT:

90% of all colds are caught indoors



INDOOR AIR QUALITY SOLUTIONS

Breathe easier and stay healthier

It's hard to believe, but the air in your home can be hazardous to your health! It carries all kinds of impurities, including dust mites, allergens, bacteria, and viruses that can cause headaches, sneezing, allergy irritations, and other health problems. Fortunately, with just one phone call you can turn your home into an allergy-free, healthy refuge. As your *Home Comfort Specialists*, we offer a variety of excellent solutions to enhance the air quality in your home, including air filtration systems and UV light air purifiers.

Corner

Conservation

At Campbell Oil, we want to help you make the most of your energy dollars.

That's why every issue of *Home Comfort News* will feature ways you can save on your fuel bills — complete with estimations on your energy savings.

It's just one more way you can count on us to be your *Home Comfort Specialists!*



Programmable Thermostats: convenience AND savings!

While you might forget to turn down the heat before you leave for work in the morning or when you go to sleep at night, a *programmable thermostat won't!* Not only does it ensure your comfort—it saves you money. To maximize the energy savings benefits of a programmable thermostat, set it back 7°-10° for eight hours (while at work or sleeping at night). Programmable thermostats help you save on central air energy costs too! Call us for pricing today.

AVERAGE ENERGY SAVINGS: **10%**



New Furnaces & Boilers: built for efficiency

If your heating system is over 15 years old it's efficiency could be as low as 55%! Consider replacing it with a new furnace or boiler that's built for comfort, built to last, and makes the most of your energy dollars. Even though winter is behind us, now's the best time to install your system. You could eliminate costly expenses that may be incurred if you wait until a breakdown. Plus, right now we offer special savings on many units. For more information, contact us today!

ENERGY SAVINGS UP TO: **35%**



7 Ways ServicePlus helps you save

Guarantee your comfort all year long with ServicePlus. It's the affordable home heating and cooling service agreement plan that gives your family exceptional home comfort protection and guaranteed savings.

For just a few dollars a month, you receive all these benefits:

- 1 **Save** 15% on diagnostic fees
- 2 **Save** 15% on all parts
- 3 **Save** 15% on all labor
- 4 **Save** up to 10% on heating & cooling costs as a result of the tune-up included in your plan
- 5 **Save** with 1 year warranties on all ServicePlus repairs
- 6 **Save** with FREE carbon monoxide and combustion efficiency testing
- 7 **Save** on equipment purchases: Earn \$50 credits each year you renew coverage — then, use your credits towards new high efficiency heating, cooling, or clean air systems for your home!

With the high cost of repairs, it's easy to see how ServicePlus can help you save. Plus, you have total peace of mind knowing our own trusted Campbell Oil service technicians are ready to serve your family's emergency needs any time of the day or night.

Right now you can save an additional 15% on any of our ServicePlus service agreement plans. For more information on the service plan that's right for you, return the enclosed reply card today. You'll be glad you did!



Tune-ups: The secret to lower energy costs & fewer repair bills

As you plan your "spring cleaning," be sure to include a tune-up of your heating and cooling systems!

Now's the perfect time to have us check and clean your heating system, since carbon deposits haven't yet had a chance to harden. And there's no time like the present to get your cooling system ready for summer's hot, muggy days.

Precision tune-ups make good sense. You can compare them to tune-ups for your car... With regular trips to your trusted mechanic you avoid expensive breakdowns and your car gets better gas mileage.

Likewise, system tune-ups for your furnace, boiler, or central air conditioning system help increase efficiency, avoid breakdowns, and extend the life of your present unit. It's a small investment that adds up to BIG SAVINGS!

We are scheduling tune-ups right now so be sure to call us or return your reply card today!



Fuel Guaranteed Easy, worry-free automatic delivery

When you're a Campbell Oil automatic delivery customer, you never need to check your tank or call to schedule a fill. *We take care of everything.* Plus, you never, ever have to worry about having enough fuel. That's because we **guarantee** you won't run out! We back our guarantee with a promise to credit your account \$25 if it should ever happen.

So save time and eliminate run-outs — sign up for automatic delivery today.

\$25 Credit
when you become a new automatic delivery customer

\$50 Credit
Refer a friend who becomes a new automatic delivery customer and you each receive a credit!


(All credits applied to the 3rd delivery from time of enrollment)

BUDGET PAYMENT PLAN:

Simple, predictable fuel bills

With spring here, you're probably not concerned about your winter heating costs. But before you know it those high heating bills will return.

Take control of your heating costs! Become a budget customer and spread out your annual fuel bills into lower, affordable payments. We personalize your monthly payment based on your previous year's usage. Now is a perfect time to sign up and enrollment is free!

 **Your heating bills with our Budget Plan:**



Your heating bills without our Budget Plan:



With our easy Budget Plan, your annual heating costs are spread out into 11 equal payments. That way your monthly fuel bills are low, simple, and predictable!

SAVE UP TO
10%

ON YOUR HEATING &
COOLING COSTS
WITH OUR PRECISION

TUNE-UPS

We're scheduling tune-ups
right now so reply today!

For even greater protection
and savings consider a
service plan, which includes
the same precision tune-up
every year you enroll!

Yes! I'd like to have better home comfort,
more energy savings, and greater peace of mind!

Please contact me about the following products and services:

- Oil Furnace Tune-Up \$ 119.95
- Oil Fired Boiler Tune-Up \$ 139.95
- Oil Fired Hot Water Tune-Up \$ 49.95
- Central Air Conditioning Tune-Up . . . \$ 99.95
- ServicePlus Service Agreement Program*
- High-Efficiency Heating Systems
- High-Efficiency Central Air Conditioning
- Healthy Air Systems
- Ways to Save on My Energy Costs

Name _____

Address _____

Phone (Day) _____ (Eve) _____



**ServicePlus can be added
to your budget plan for
easy, affordable payments!*

Three Easy Ways to Reply!

- ▶ **Click** You can email us at stevec@campbelloil.com
- ▶ **Call** 330-833-8555 or toll-free at 800-589-8555
- ▶ **Mail** Simply return your reply cards, no postage necessary!

\$50 FREE OIL FOR YOU & A FRIEND



Help a friend enjoy
the worry-free comfort
and peace of mind that
comes from being a
Campbell Oil customer!

When you help your family,
neighbors, or friends become
a new automatic delivery
customer, you BOTH receive
a \$50 credit* on your account!

It's our way of *welcoming
your friend* as a new Campbell
Oil fuel customer—and
thanking you for trusting us
with their comfort!

*Credits applied to the 3rd
delivery from time of enrollment

Yes, I'd like to refer a friend and earn \$50

My Name _____ My Account# _____

My Friend's Name _____

Friend's Address _____

Phone (Day) _____ (Eve) _____

I'd also like to learn more about the following fuel options you offer:

- Budget Payment Plan
- Automatic Delivery
- Convenient Payment Choices

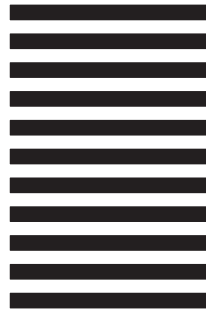
Name (If not above) _____

Phone (Day) _____ (Eve) _____





NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 22 MASSILLON OH

POSTAGE WILL BE PAID BY ADDRESSEE

CAMPBELL OIL COMPANY
PO BOX 907
MASSILLON OH 44648-9905



Learn More!

**PRODUCTS & SERVICES
FOR BETTER HOME
COMFORT AND GREATER
ENERGY SAVINGS**

See reverse side for details

Reply Today!

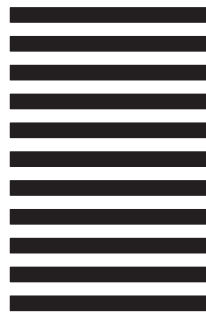
Your Full-Service Home Comfort Specialists

We provide products and services you don't receive with other oil companies!

- Automatic Delivery
- No-Run-Out Guarantee
- Budget Plan Convenience
- 24/7 Emergency Service
- Expert Installations
- Prompt Repairs
- ServicePlus Service Plans
- Energy Saving Tune-ups
- Central Air Conditioning
- Water Heaters
- Indoor Air Quality Solutions
- Space Heaters
- Programmable Thermostats
- Easy Financing Options



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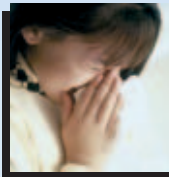
**\$50 FREE OIL
FOR YOU & A FRIEND**

See reverse side for details

Reply Today!

PREMIER ISSUE!

HOME *comfort* NEWS



**Clean Air Solutions
for Your Home**



**Tune-ups and
Service Plans
Help You Save**



**Conserve Energy
with High-Efficiency
Equipment**



Your Home Comfort Specialists

611 Erie Street South, Massillon, Ohio 44646

Call us! 330.833.8555 ♦ Toll-Free 800.589.8555

RETURN SERVICE REQUESTED

More Great Ways to Save With



FREE CAR WASH



Good for one "Works" car wash
at participating locations



Coupon expires 8/31/05.

Participating Locations

- ALLIANCE 2491 West State St.
- BELDEN VILLAGE 3985 Everhard Rd.
- BREWSTER 146 Wabash St.
- CANTON 4332 Hills & Dales Rd.
- DALTON 208 S. Mill St.
- HARTVILLE 1261 W. Maple St.
- MASSILLON 4141 Erie St. S.
- MASSILLON 519 Lincoln Way W.
- MASSILLON 3917 Wales Ave. N.W.
- N. CANTON 8356 N. Market Street
- STRASBURG 7467 State Rt. 260
- WOOSTER 132 W. Milltown Rd.

FREE BEANTOWN COFFEE OR FOUNTAIN DRINK ANY SIZE

Good for one Beantown Coffee or
fountain drink at any Bell Stores location



Coupon expires 8/31/05.



FREE 6-INCH SUB



Good for one 6" sub
at participating locations



Coupon expires 8/31/05.



- BREWSTER Citgo, 120 Wabash St.
- DALTON Citgo, 208 Mill St.
- MAGNOLIA Citgo, 11089 State Rt. 800 NE
- WOOSTER Citgo, 2424 Akron Rd.
- WOOSTER Citgo, 7170 Lincoln Way E.
- WOOSTER Citgo, 404 S. Market St.



- HARTVILLE Citgo, 1261 W. Maple St.
- STRASBURG Citgo, 7467 State Rt. 250 NW

27 **BellStores** TO SERVE YOU

Alliance
Belden Village
Brewster

Canal Fulton
Canton South
Crossroads

Dalton
East Canton
First St.

Hartville
Hills & Dales
Jackson

Market & Easton
Midway
North End

Orrville
Rt. 585
South Market

S. Massillon
Strasburg
Tuslaw

Viaduct
Waco
Wadsworth

Wales Rd.
West Liberty
619

*Ashland Location
Opening this Summer!*