

Today's Oilheat

CLEANER FUEL & EQUIPMENT

Heating oil burns nearly 95 percent more cleanly than it did in 1970. Oilheat accounts for less than one-third of 1 percent of U.S. particulate emissions, a figure that will drop as the heating oil industry moves to ultra low sulfur fuel.

The ultra low sulfur trend will also cut oilheat's greenhouse gas emissions, which are already down a third since 1970.

Oilheat equipment makers and retailers are working diligently to provide consumers with more efficient, cleaner products. Retailers are moving to virtually eliminate heating oil's sulfur content and boost its biofuel content. Renewable energy can also make oilheat equipment more efficient. The industry sees solar technology as a key component of heating oil systems because the use of solar panels can allow consumers to conserve heating oil.

FUEL OF THE FUTURE

Having already reducing air particles – sometimes called soot – by dropping heating oil's sulfur content from approximately 500 parts per million, the oilheat industry is pushing toward an ultra low sulfur fuel that contains just 15 parts per million of sulfur.

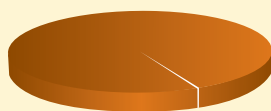
About 300 Northeast oilheat retailers are already offering their customers Bioheat®, a breakthrough blend of heating oil and biodiesel. Many consumers in the region are using Bioheat containing 2 percent biodiesel called B2 to reduce their carbon footprint. With the popularity of this blend, Massachusetts has passed a law requiring oilheat and diesel to contain 2 percent biofuel starting before July 2010. The state's target rises to 5 percent biofuel, which existing furnaces and boilers can use without upgrades, in 2013.

To cut greenhouse gases further, the industry is moving toward oilheat with a 20 percent biodiesel blend called B20, which will create a new market for American farmers and soybean processors. Some of the nearly 300 Northeast's Bioheat retailers, such as Frontier Energy in Maine, are already offering the B20 blend.

National Oilheat Research Alliance (NORA) testing found that a Bioheat blend

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US Particulate Emissions



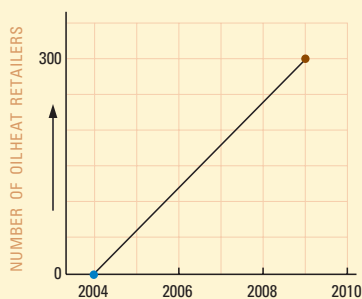
Oil Heat
Other Sources

Heating oil burns nearly

95%

cleaner since 1970

No. of Oilheat Retailers Offering Bioheat



Brought to you by NORA, established to develop clean and efficient oilheat technologies and provide information to oilheat consumers.

Bioheat Benefits

Produces the same satisfying heat as traditional oil

Costs just a few cents more per gallon than traditional heating oil

Lubricates the heating system

Works in all existing oil heating systems — no upgrades needed

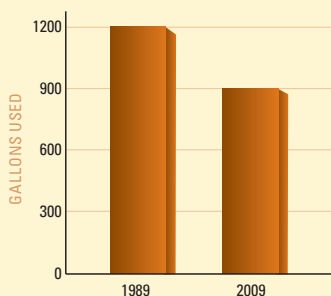
Doesn't affect budget/payment plans, service contracts or warranties

Today's oilheat systems provide up to

94%

fuel efficiency

Average Heating Oil Consumption



of low-sulfur heating oil and 20 percent biodiesel reduced sulfur emissions by 80 percent or more. Nitrogen oxide emissions were lowered by about 20 percent.

If everyone using heating oil used a B5 blend, 5 percent biodiesel/95 percent oilheat, 400 million gallons of regular heating oil could be conserved. This would increase American energy security and decrease greenhouse gas emissions.

Bioheat feedstocks include avocado, Brazil nut, calendula, cashew, castor bean, coconut, coffee, corn, cotton, euphorbia, hazelnut, hemp, jojoba, linseed, lupine, Macadamia nut, oat, oil palm, olive tree, peanut, pecan, pumpkin seeds, rapeseed, rice, rubber seed, safflower, sesame, soybean, sunflower, tung oil tree.

ADVANCED SYSTEMS

Today's advanced oilheat systems boast efficiency ratings from 83 to 94 percent. New oil-powered equipment is significantly more efficient and reliable than it was 30 years ago.

Consequently, maintenance intervals for new furnaces and boilers have increased from every year to every three years.

Oilheating systems in use today use substantially less fuel than they did just 20 years ago. For example, an average home that used more than 1,200 gallons of heating oil in 1989 now uses only 900 gallons, or 25 percent less. This decrease in usage is attributable to advances in equipment efficiency and household conservation.

The heating oil industry has also embraced its energy future with a new focus on efficiency and renewable energy. NORA and the New York State Energy Research Development Authority launched a joint study in 2009 of an oilheat furnace/boiler designed with a solar panel would save electricity. The appliance's oilheat flame would charge the solar panel and keep families warm during a power outage.

The Energy Communications Council is comprised of the New England Fuel Institute, the Delaware Valley Fuel Dealers' Association, the Empire State Petroleum Association, the Maine Energy Marketers Association, the Massachusetts Oilheat Council, the Fuel Merchants Association of New Jersey, Oil Heat Comfort of Long Island, the New York Oil Heating Association, Inc., the Vermont Fuel Dealers Association, and the Virginia Petroleum, Convenience, and Grocery Association, and is funded by NORA.



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