

Comfort Courier



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Who's Who in the Lehigh Valley's #1 Ranked Heating & Cooling Service Company for the 21st Year.

AUTUMN EDITION 2007

Personally Speaking

Irresponsible Market Speculators Are Driving Up Oil Prices Through the "Enron Loophole"

First you feel hurt...then you get angry. Two negative emotions. And exactly how I feel about the prices we must charge customers this season...just to stay in business.

Hurt because we heating oil dealers have zero control over per-barrel oil prices. Yet we're the guys who "touch it last" in the long supply chain. We're the ones who have to tell fixed income Seniors and hard-working families that there will be less money for medicine or Christmas this year because prices are up...again. Believe me, it's no fun being the messenger. Sure, we could cut out our fixed costs for deliverymen, trucks, billing, overhead, etc., etc. Then we'd be on the unemployment line and thousands of local families might freeze this winter. Hmmm...not such a great option.

But angry? You bet. All the logical market indicators told me oil prices should be DOWN. Based on last year's market and decent inventory levels, we hoped to see a DROP in prices by now. Winter heating oil prices had fallen last August through October by about 60 cents per gallon. (Remember, that period of 2006 was real warm and we had no major hurricanes.) Yet August through October of 2007 was also one of the warmest on record and we dodged hurricanes again...but oil prices ROSE by about 40 cents a gallon! So much for logic.

Okay, why is this making me mad? Because I KNOW one of the big reasons heating oil prices are screwed up is because of uncontrolled MARKET SPECULATORS. Yep, from the jerks who brought you Enron...I give you today's inflated oil prices. You remember Enron, those greedy manipulators who posed as "electricity brokers" and played powergrid supply and demand like a Stradivarius...making billions for a few fatcats at the top only to eventually stiff all the stockholders and employees who made the mistake of trusting them. Their damage was made possible by a loophole in an energy deregulation bill passed by Congress in 2000.

Well, this kind of reckless speculation is now happening in the oil markets. Sure, there are other influences—China's booming growth, Nigerian oil facility attacks, the usual Middle East flare-ups—but I believe (and industry experts confirm) that these concerns have been built into the price per barrel for some time. Fact is, current pricing levels continue to

escalate because financial speculators continue to abuse the market for personal gain. Pure and simple.

What's the solution? Legislation to close the loophole created by Congress in 2000. Currently, Senate bill S. 2058, appropriately titled "Close the Enron Loophole Act", seems to be the answer. And we heating oil dealers are pushing legislators as best we can to pass this bill to help put a lid on heating oil prices by controlling rampant and irresponsible market speculation that ultimately hurts you, the consumer! If you can't tell by now, I'm mad as !#@\$!# about what market speculators are doing to heating oil, natural gas, gasoline and other energy related commodity prices—and my customers!—I'm staying mad until Washington figures out how to stop this current wave of piggish market manipulation before it devastates the hard-earned wealth of Mr. and Mrs. Average Americans like Enron did. Senators Specter and Casey are well aware of this Enron Loophole bill. Let's see if they have the guts to pass it.

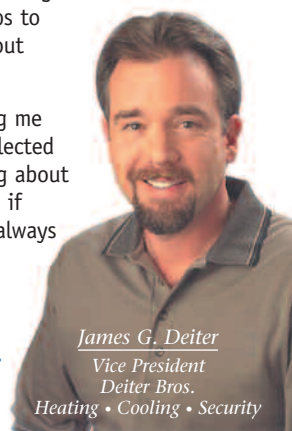
In the meantime, your best bet is to trim energy costs with the many tools we have designed to do just that. We continue to offer payment plans and price caps. Those of you who have taken advantage of these programs have already saved AS MUCH AS 60 CENTS PER GALLON. Smart move. Our BetterWay Plan is also increasing in popularity. It enables you to spread your winter fuel costs out over a 12-month span with predictable monthly payments. And as always, oil heat technology continues to evolve, squeezing incredible amounts of heat out of every drop of fuel. Look in this issue for deep discounts on new high-efficiency heating equipment and helpful tips to help you spend less without sacrificing your comfort.

Anyway, thanks for letting me vent. Here's hoping our elected officials will do something about the Enron Loophole...and if they don't, elections are always right around the corner.

Sincerely,

James G. Deiter

Vice President
Deiter Bros.
Heating • Cooling • Security



In This Issue

- Weather Forecasts
- Lehigh Valley Autumn Adventures
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Who's Who
IN BUSINESS
Lehigh Valley

We've Been Voted #1 AGAIN!
(Details Inside)

Win! FREE Heating Oil!

This could be your lucky issue of The Comfort Courier! There are 10 customer account numbers hidden throughout the articles in this issue. If one of these is your customer account number, you are an INSTANT WINNER of 20 gallons of free heating oil.

We have printed your customer account number on the mailing label of this issue. Check it, then read The Comfort Courier carefully. If you spot your number, give us a call and we will immediately credit your account with 20 free gallons.

GOOD LUCK!

●●●Fall & Early Winter●●● WEATHER FORECASTS

Courtesy of the good ol' Farmer's Almanac, the cold is coming! As Old Man Winter rears his head once again, he's bringing the precipitation with him, though at lower-than-average levels. Still, whether soggy or snowy, not even occasional relief from the sun will break the coming blanket of cold for long.

November.....

Temps stay 4°F above average with 1 inch above average rainfall. The first half of the month stays sunny despite cooler temperatures. Things cool down more and bring rain towards the middle of the month. Expect more of this as we head towards Thanksgiving. Things warm up again briefly, but heavy rains top off the month.



December.....

The end of the year is bringing the cold with it as temperatures drop 3°F below average. Some sun shows through the first half of the month along with some rain, snow and wintry mix. Halfway through, say good-bye to the sun. It's still a toss-up whether it'll be a wet or white Christmas and into the new year.



January.....

It's still cold, but temperatures will rise a bit above average. More sun shows to melt some of the snow beginning the month, but the rain and snow persist throughout the subsequent weeks and will make for some slushy conditions. Shovels ready? The sun should 38093 help out near the 29th.



February.....

Spots of sun balance out some average cold temperatures this month. Expect snow and rain to be present but below average fall. Heavier precipitation around the 24th-29th as conditions start to warm up into March.



OUR FAVORITE LEHIGH VALLEY Autumn Adventures

Lehigh River Canal Path

This leafy walkway runs parallel to the Lehigh River from Allentown through Bethlehem, all the way to Hugh Moore Park in Easton. Our favorite stretch is from Sand Island 34447 in Bethlehem through Freemansburg to the Bethlehem Boat Club and back. Scenic views of the Lehigh peek through the trees as you trod the path that was the Lehigh Valley's main commercial artery during the pre-railroad era.



The Appalachian Trail

Yes, this legendary hiking trail goes from Georgia to Maine, and a good chunk of it defines the northern border of our Lehigh Valley as it runs along the top ridge of the Blue Mountain. Get ready for thrilling vistas but watch your step as our stretch of the Trail is very rocky. You can get to hiking points on the AT by taking almost any road that runs north/south over the Blue Mountain (Rts. 309, 145, 33, 191 and 611 are just a few). Keep a sharp eye out for the trail signs.

Little Lehigh Parkway

The mainstay of Allentown's national-class park system, this gem stretches for several miles along the winding Little Lehigh waterway and is dotted with an historic covered bridge (near 24th St.), buildings from the 1700's, a unique trout hatchery (a big hit with the kids!) and views of nature that demand capturing with your camera. Walking on the soft gravel Bridle Path is easy on the feet, too. Look for entrance signs on Jefferson St. (S. 15th St.) just off Lehigh St.



Zone Generators sold as Air Cleaners

A good friend of mine brought an interesting article to my attention the other day. It was an article on Ozone Generators, which for years, have been credited with being a safe and effective way of controlling indoor air pollution.

This article, found on the EPA's website at <http://www.epa.gov/iaq/pubs/ozonegen.html>, warns of the potentially permanent health effects that exposure to Ozone can have on you. Definitely worth a read.

If you currently use one of these devices or know of someone who does, send them the link above for more information.

Other solutions to improve your Indoor Air Quality exist today. Indoor Air Quality is now one of the leading concerns of home and business owners. As such, manufacturers are improving and providing additional options each year.



Tankless Water Heater — Unlimited hot water and 45% Less Energy Cost.

Conventional water heaters reheat the same water (costing more energy dollars). The new Rinnai system from Deiter Brothers operates via digital controls and flow sensors, heating fresh water immediately to the temperature you set *and only heats the water that is needed*. Annual savings are estimated between 35-45% compared to old-style tank heaters...not to mention a one-time \$300 federal tax credit for installation of a high-efficiency model.



With dimensions just over one-fourth of a typical tank system, you gain an average of 12-16 square feet of space with a Rinnai tankless system. Plus, they can be installed anywhere: interior, exterior, even mounted on a wall or roof!

Deiter Bros. is an authorized dealer of the Rinnai tankless water heater system. For more information on how you can make the energy-conscious switch (and save some money doing it) give us a call at **610-868-8566** or visit us online at www.dbrothers.com.



Deiter Bros. Named Again to "Who's Who" in Lehigh Valley Business for 2008

For a record 21st year, Deiter Bros. once again has been named to the Lehigh Valley's "Who's Who in Business." 33910 Thanks to all of you, we are still recognized as the area's leader in Heating and Cooling Contractors.

"Who's Who in Business" is a distinguished, annual consumer preference survey conducted by an independent research firm. Each year, through a series of random telephone surveys, they assess the Lehigh Valley's outstanding business contributors and honor them with a place on the "Who's Who" list.

For 76 years now, while our company has grown in size, we have maintained a sharp focus to one-on-one customer service, and our customers have continually responded. Thank you all! Satisfied customers have always been the basis of our business... and always will be.

Big Energy Savings Looking Up: Here's the scoop on ceiling fans.

As of 2001, more than one-third of U.S. households did not have a single ceiling fan, according to the U.S. Department of Energy data. Yet households that did have such fans averaged almost three per home! It's no big secret that ceiling fans are a great energy saver, so why isn't their use more widespread?

Nationwide research shows a lot of variation between states and ceiling fan use. Almost 85% of homes in Florida have at least one, whereas 53% of homes in California are completely without them. That's quite a difference! It's common knowledge 40064 that these simple devices save us energy and money! That's why most users don't stop at owning just one!

If you're still not convinced, consider the following explanation from the American Lighting Association that shows just how effective ceiling fans can be:

Air movement makes occupants feel more comfortable and fans cool in the summer by wind chill. During summer, a fan can make the air seem as much as 8°F cooler. Imagine how much money you can save with a thermostat set to 78-80°F and a temperature that feels like 72°F.

Fans save energy in the winter too by recirculating warm air (which rises to the top of a room). By moving that warm air around and back down, a room's temperature can be increased by as much as 15°F!

Note: To get the maximum cooling and heating effects of a ceiling fan, it should have reversible direction. Single-direction fans are generally useful only for cooling.



5 "Musts" of FAMILY FIRE SAFETY

Less than 25% of U.S. families have developed and practiced a plan for exiting the home safely in case of a fire, according to the National Fire Prevention Association (NFPA). Adults practice fire drills at work, and children practice them at school, but the reality is that most deadly and frequent 75186 fires occur in the home. In 2006, NFPA notes nearly 3,500 fire fatalities were reported in the U.S., and most of those fatalities—80%—occurred in homes.

Here are 5 "musts" to protect your family from a fire tragedy in your home.

1. You MUST have a fire plan.

Draw a floor plan of each level of your home. Download a grid from <http://www.pella.com/resources/pdf/FireEscapeGrid.pdf>. Pick a meeting place a safe distance outside your home for everyone to gather in the event of a fire.

2. You MUST identify two exits.

Designate 2 exits from every room in your home — a door and a window. Make sure doors and windows open quickly and easily to help ensure a quick exit; if not, consider replacing them for safety's sake.

3. Smoke alarms MUST be used.

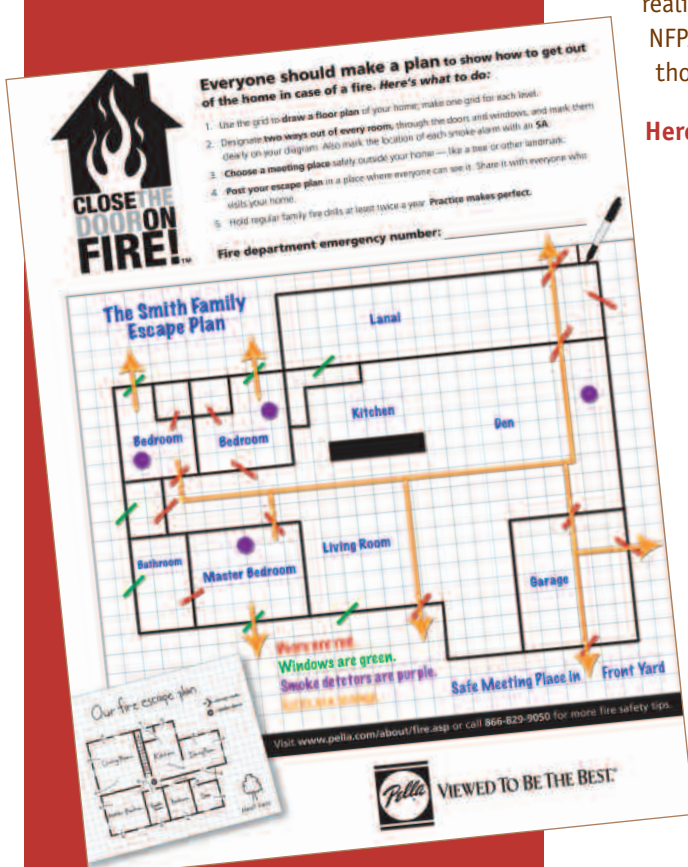
Install working smoke alarms in or near every sleeping area and on every level of your home. Test alarms monthly, change batteries regularly, and replace alarms every 10 years for greater safety.

4. You MUST be ready for a quick exit.

Keep escape routes to doors and windows free of clutter and furniture to help prevent falls and permit a quick exit if necessary.

5. Alarms MUST be tested.

Sound smoke alarms when household members are awake so everyone knows what they sound like and what to do in the event of an emergency. Alarms also need to be tested when family members are sleeping. If they don't awaken easily, assign someone to awaken sound sleepers in the event of an emergency.



LOW INTEREST LOANS... AND LOWER FUEL BILLS!



With the Keystone Home Energy Loan Program you can get low-interest financing to buy energy-saving heating equipment like our high-efficiency Buderus boiler (shown here) which can reduce your fuel usage up to 40%!



More Homeowners are Buying Energy-Saving Furnaces, Boilers & More with Low Interest Financing through Innovative PA State Loan Program

Over \$10 Million in Loans Issued to Homeowners LIKE YOU!

Imagine a program that puts a new high-efficiency heater in your home, cutting your fuel bill up to 40%...and giving you 10 years to pay it off at a low interest rate!

Sure sounds like a win-win deal to me! And for many of our customers who have taken advantage of this unique program run by the PA Treasury Dept., it is clearly a winner. 116352 Called the Keystone Home Energy Loan Program, it provides low-interest, unsecured loans to Pennsylvania homeowners for energy-saving home improvements such as high efficiency furnaces, boilers, central air conditioning, windows and insulation.

So far, over \$10 million in these loans have been issued with the average homeowner getting about \$6,000 for energy-saving improvements. Terms vary depending on each loan, but from the ones we've seen for our customers, the financing is at about 8.99% for up to 10 years. There are no fees, closing costs or prepayment penalties. And you don't have to be a banking whiz to know that this all adds up to a great deal and once-in-a-lifetime opportunity.

You will be saving a bundle with lower fuel consumption for years to come...and increasing the value of your home with a high-efficiency heating system in the bargain! If you're as excited about this new program as we are, find out more now. Call us or visit dbrothers.com or keystonehelp.com for more facts.

Power Outages: Thing of the Past with your own GENERATOR

Let's face it, there's nothing fun about a power outage. You're sitting at home and the lights suddenly go out. No phone. No security system. You wonder "when" or "if" the power is coming back. But that's just the beginning. 159609 Each minute that your refrigerator is off increases the chance of mold and bacteria breeding on your food. If your power fails during freezing weather, hypothermia is a very real, very deadly risk. Not only is it inconvenient, but also potentially very dangerous. We read about tragedies like this every year.

What if there was a way to completely avoid all of it?

We have the answer! We've looked at hundreds of generators, but none of them met our high standards. If they're not too loud, then they require dangerous fuels, produce choking exhaust, or have long, cumbersome cords. Those days are over now with the **Guardian by Generac Systems**. Safe. Tidy. Quiet. Reliable.

Call Deiter Bros. now for a FREE generator survey at **610-868-8566** or **800-DEITER-1**. Know that your home and your family are protected and never worry about losing power or the dangers of other systems again.



Your old fuel-wasting monster is WORTH up to \$420 on a trade-in!



It sure is! Deiter Bros. will take your old, energy-wasting heating or cooling system and we'll credit you up to \$420 toward a new, efficient system that will keep your costs lower and your home more comfy. Is your old system really worth that much? It is to us! Maybe more if it's in good shape.

What will we do with it? With your old system, we can train our techs. Sometimes we can donate them. Either way, your savings continue with Deiter Bros. Give us a call for details! 48993 We'll come out, appraise your old system and show you how much you can save with a new one. The visit is free... and may be worth big bucks on a great new energy-saver!

Heating Oil Gift Certificates

What could be more appreciated (or practical!) than a Gift Certificate for something that family and friends will need and appreciate this winter: a cozy home and lower heating bills. If you know someone with oil heat, this is a gift that will truly warm their lives. Available in any amount from 50 gallons and more, the fuel is priced at market value at the time the Gift Certificate is purchased. A handsome certificate displays names of both the recipient and the giver with the amount of heating oil gifted.



Customer Comments

When our customers were asked if they had any comments, they responded as follows:

"Your company does good work and the staff is knowledgeable. We've already recommended you to a friend." **-T.G. & C.M. – Bethlehem, PA**

"Your serviceman came quickly on a Sunday and was nice enough to call our salesman too. We had a new system in four days! Even in the August heat! We were quite impressed!" **- L. & P.M. – Allentown, PA**

"We are long-term customers and would never think of going anywhere else." **-C.W.L. – Bethlehem**

"I've already referred my neighbors. Now that our fire and burglary system is in, I can sleep soundly."

- J.A. – Bethlehem, PA

"All personnel are top notch including route men, secretaries, service people...EVERYONE!!!" **- R.W. – Easton, PA**

"I have had a new furnace installed and recently a new water heater and air conditioner. 14712 I'm not interested in any other company!" **-D.C. – Easton, PA**

"We are EXTREMELY pleased with your service. Thanks!"

-S.B. – Allentown, PA

"Just keep doing what you're doing. Don't ever change."

-B.D. – Bethlehem, PA

"Thanks for the great service!" **-M.P. – Emmaus, PA**

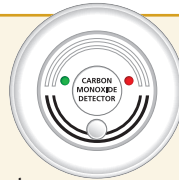


Carbon Monoxide: Is Your Family At RISK?

It is more important than ever to make sure that your household is equipped with CO detectors. According to a new poll, 71 percent of households are gambling that this odorless and invisible intruder won't come after them. Carbon monoxide is produced whenever oil, gas, wood, and pellets are burned. If a blockage occurs in a chimney, a heating system malfunctions, or if the car is left running in an attached garage, CO is produced and could be fatal.

Exposure to low levels can lead to flu-like systems. Higher levels can cause mental confusion and fainting. Death can result in just minutes.

This year do yourself and your family a favor. Purchase and install approved CO detectors. While you're at it, add some smoke detectors or check the batteries in your existing ones.



Deiter made a SPOOKY

appearance with smiles and scares for all the "boys and ghouls" at the annual Bethlehem Halloween Parade.



New Wells Fargo Building Latest Project for Deiter Bros. Commercial HVAC Team

Deiter Bros. Commercial HVAC Team was proud to provide the heating/cooling design and installation services for the new Wells Fargo building in the Lehigh Shopping Center on West Union Blvd. in Bethlehem.

Built by Bracy Contracting, Inc. of Allentown, the \$3 million project transformed the former Ames retail store into a sleek new office environment and call center for the Auto Finance division of Wells Fargo. There are 375 employees that now occupy this workspace; 300 transferred from an outmoded location and 75 new jobs were added.

The Wells Fargo project is one more example of why Deiter Bros. Commercial HVAC Team was recognized by the national Air Conditioning Contractors of America (ACCA) with its prestigious Excellence in Commercial Contracting Award last year.

Many thanks to the good folks at Wells Fargo and Bracy Contracting, Inc. for giving us the opportunity to continue our award-winning ways.

**WELLS
FARGO**



FOR **DEITER BROS!** CUSTOMERS ONLY

Automatic
HOME HUMIDIFIER
Honeywell



- Healthier winter air prevents dry skin and sinuses, and helps to protect furniture.
- SAVES FUEL: Lets you keep thermostat 3-6 degrees LOWER without comfort loss.
- This HONEYWELL model uses 40% less water than other brands.

CALL NOW for Quote
SAVE \$100

Get More HOT WATER for Less Money



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HYDRONIC SYSTEMS

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- Ultra-efficient design cuts hot water heating costs SIGNIFICANTLY!

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SAVE \$200
Plus 50 Free Gallons of Oil

INSIDER DEALS!

High Efficiency
HEATING SYSTEM



- Cut heating bills up to 35%.
- This is our top of the line available with the industry's LONGEST WARRANTY.



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and Information Call:
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Protect Your Home & Business from Power Outages with GENERAC - America's #1
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- BEST SELECTION and value in the industry.



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SAVE \$200

Only valid for installations during the month of November
Offer expires 11/30/07

Home or Business
SECURITY SYSTEM

Includes All This:

- 2 Door/Window Sensors
- 1 Motion Detector
- Deterrent Package
- Control Panel
- Interior Siren
- Power Supply
- Backup Battery
- Phone Jack Interface

\$199

GET THIS
Electronic Control Key Fob
(\$100 value)

FREE!

Call now for details.



Professionally Installed by Deiter Bros.' 4 Seasons Security Experts. 36-month Monitoring Agreement required.

All offers are for Deiter Bros. customers only. Not valid with any other discounts. Offers expire 12/31/07 excluding Guardian power generator systems.

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HEATING • COOLING • SECURITY
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