

BIOHEAT

The New Oil Heat

February 4th 2007

Oil Heat Consumer Perceptions

- Oil heat suffers from poor P.R.
- Oil heat has had little innovation in the past 50 years
- Oil heat companies show little difference from one company to the next
- Oil heat has no flexibility as a fuel.
- My fathers heating fuel.

What is Bioheat?

- Bioheat is the industry accepted term for any blend of pure Biodiesel blended with conventional high or low sulfur home heating oil.
- Both the heating oil and Biodiesel must meet certain specifications before blending them together:
 - Heating oil is ASTM D 396
 - Biodiesel is ASTM D 6751

Biodiesel Purchase Consideration

- 50% of B100 samples FAILED in recent tests
- Specify fuels that meet ASTM D 6751-06a
- Specify BQ-9000 Producer
- Customers should always test B100
- Ensure Biodiesel Supplier is registered with US EPA
- Biodiesel producer require:
 - On site laboratory
 - Liability bond

Bioheat Blends

- **B2 to B5**
 - **Bioheat Task Force recommendation**
- **B5 to B20**



Why Bioheat?

Global Warming



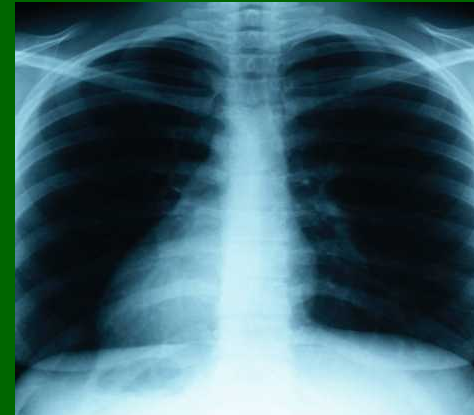
Smog



Acid Rain



Particulate Emissions



Today's Lifestyle Trends

- People are living healthier
- The environment is a significant concern
- Americans desire change and leadership
- Green is how we want to live

Recreate Your Business Model

- **Bioheat Business “In”**
- **Fuel Oil Business “Out”**



Bioheat Business Plan

- Conservation strategies
- New energy efficient equipment
- Tank testing protocol and programs
- E-billing credit card payment incentives
- Recycled paper if billed

Bioheat Consumer Perceptions

- **Unique**
- **Innovative**
- **A company that cares**
- **Industry leader**

Bioheat Customers

Questions and Concerns

- What type of system modification are required?

none

- What is the price difference between Bioheat and conventional fuel oil?

none

Bioheat Sales Funnel

- **Bioheat is a better home heating oil**
- **Bioheat is a natural solvent**
- **Bioheat provides natural lubricity**



Closing the Sale

- **Why wouldn't I use Bioheat?**
- **Now there's a better choice.**
- **It feels good to do the right thing!**

State Government Affairs

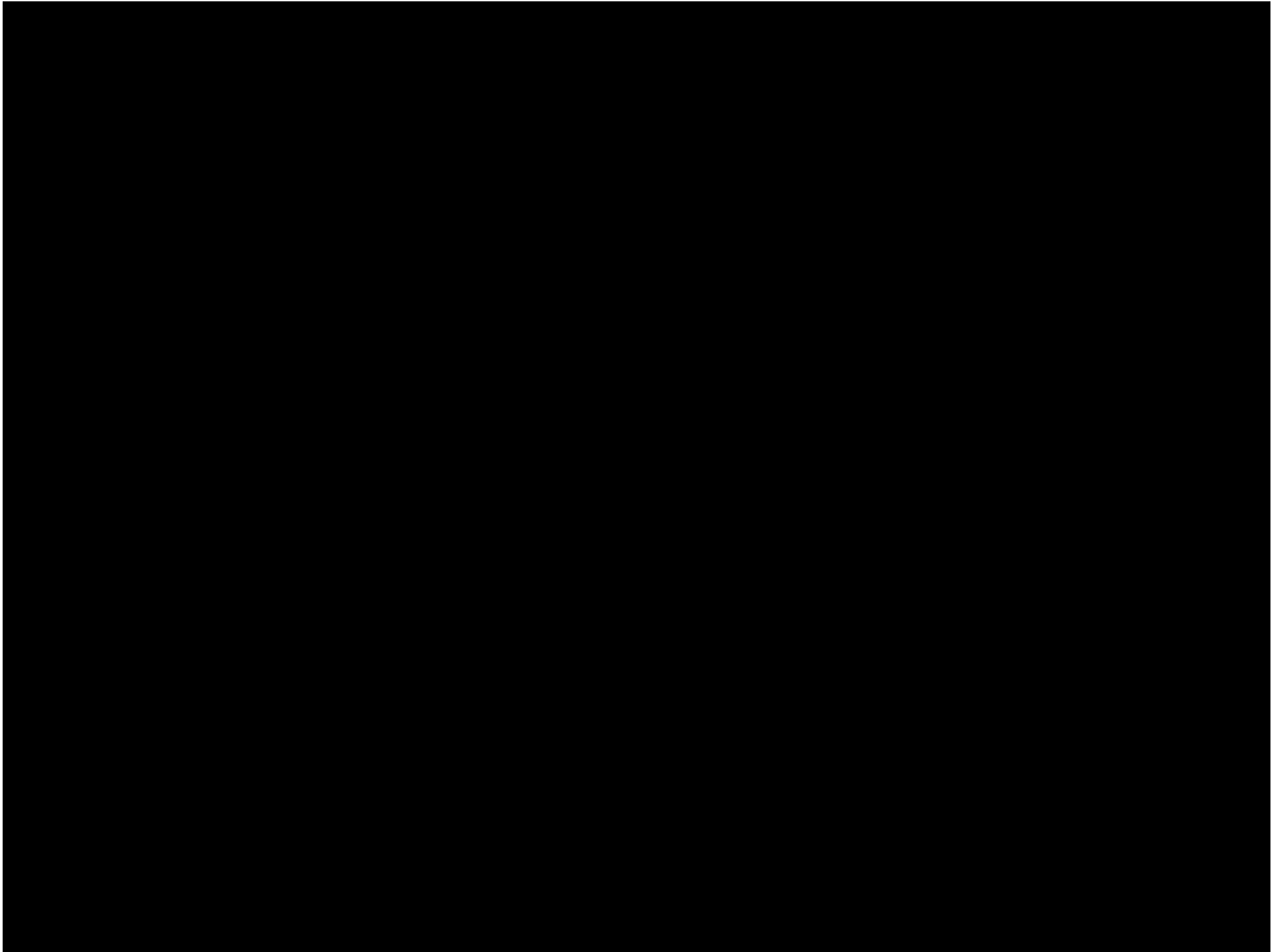
- Biodiesel producer tax credits
- Infrastructure tax credits
- Individual tax credits for Bioheat use
- Municipal equipment and facility mandates for Biodiesel.
- Grant writing

National Government Issues

- Reauthorization of the farm bill
- Extending the blenders tax credit to 2010
- Expanded renewable fuel standards

New Home Construction Opportunities

- NAHB green building guidelines
- Points for green construction
- Partnership with NBB and NORA
- Bioheat uses include
 - Heating
 - Generators
 - Swimming pool heaters



Bioheat

It feels great to do the right thing

