



Enclosed is the **brochure** with the new program details.

December 9, 2002

Place the attached **magnet** on or near your water heater for service and rental information.

Dear Customer:

Never Worry About Your Water Heater Again. Ever.

By popular demand, we have brought back our hot water heater rental program. Our records indicate that you currently heat your water with electricity. Whether you have purchased your tank from us or from somebody else, we have good news!

Chicopee Electric Light now offers true energy savings with Vaughn electric water heaters. And with our rental program, you can enjoy the world's best hot water heater for just \$0.33 a day*! Vaughn electric water heaters feature Hydrastone® plus foam, a combination that prevents corrosion and heat loss. This means you pay less to heat your water, with a heater that will last a long, long time.

The Very Affordable Rental Program.

You can eliminate the initial expense of a new electric water heater with our rental program. You will receive:

- Free prompt installation.
- Free maintenance and service for the life of your Vaughn water heater.
- No up-front charges.
- Competitive Rental Rates - **\$10.00** per month for residential 80-gallon tank.
- **\$12.00** per month for residential 120-gallon tank
- Off-peak hot water heating rate savings.

Exceptional Service.

The installation will be performed by our contractor at no extra cost. Repair or replacement work will be performed by our contractor within twenty-four (24) hours from the receipt of the condition notice, Monday through Friday, during business hours. Normal maintenance work, such as heating element replacement, will be performed by our personnel within twenty-four (24) hours from the receipt of condition notice, on a twenty-four (24) hour / seven (7) day schedule.

Don't settle – get our best hot water heater at rates you can afford! Call 413-**594-2400** today to apply for a new rental. Or visit our website at www.celd.com for more information – you can find the rental program information in our Products & Services section.

* Additional charges may apply for non-standard installation, such as fuel conversions or non-standard plumbing / electrical setup, and are responsibility of the customer. Normal service conditions include but are not limited to the proper water pressure as per current local regulations. The customer is solely responsible for assuring the normal service conditions and may have to, e.g., purchase and install a pressure-reducing valve. Rental fees and program details are subject to change at the sole discretion of CEL. For existing rental customers, including the discontinued rental program, the new rental fees take effect upon tank transfer or emergency repair / replacement. Rental fees do not include energy costs. Off-peak rates may apply in energy cost calculation. \$0.33 per day offer is calculated using the 80-gallon residential Vaughn electric water heater monthly rental of \$10.00. Taxes are extra. This offer is currently available only to all-electric or two-meter residential accounts with off-peak installations. Please call for program details specific to your location.