

January 22, 2002

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

«Customer\_First\_Name» «Customer\_Last\_Name»  
«MailingAddress1»  
«MailingAddress2»  
«MailCity», «MailState» «MailZip»

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

Dear Customer:

### **Thank You For Renting With Us.**

Our records indicate that you are currently renting an electric hot water heater from us. We installed this «TankSize»-gallon tank #«TankNo» on «InstallDate» and we hope that you are very satisfied with the service you have received. If this information is incorrect, please contact our Customer Service at 413-594-2400 so we can update our records to serve you better.

### **The Very Affordable Rental Program.**

Our records indicate that your current rental rate is \$«RentalRate» per month. We have made several rate adjustments to reflect the actual cost of providing this valuable service. Please note that: (1) if you decide to upgrade to a new tank, or (2) should your tank fail and have to be replaced, or (3) upon transfer of ownership, our new rates effective immediately will be:

- \$10.00 per month for 10-gallon tank replacement.
- **\$10.00** per month for residential 80-gallon tank.
- **\$12.00** per month for residential 120-gallon tank.
- \$20.00 per month for residential 120-gallon special tank replacement.

### **Never Worry About Your Water Heater Again. Ever.**

Chicopee Electric Light now offers true energy savings with Vaughn electric hot 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 for your hot water, with a heater that will last a long, long time. With our heater rental, you will continue to receive:

- Free maintenance and service for the life of your Vaughn water heater.
- Competitive Rental Rates.
- Off-peak hot water heating rate savings.

**Don't settle – get our best hot water heater at rates you can afford!** Call 413-594-2400 for more information. Or visit our website at [www.celd.com](http://www.celd.com) – see 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.