

An example of how a small, non-residential customer can make high-efficiency more affordable:

| | |
|---|----------------|
| (Two) New 95% High-Efficiency, Condensing Boilers | \$15,000 |
| (Two) Standard 80% Efficiency, Non-Condensing Boilers | \$7,500 |
| Cost Difference for Higher Efficiency Model | \$7,500 |
| One-time Fixed Rebate | \$2,000 |
| Cost Difference After Rebate | \$5,500 |
| Annual Operating Cost Savings | \$2,130/year* |
| Simple Payback on Cost for High-Efficiency Model | 2.6 years** |

And of course, by choosing a high-efficiency product for your business now, you'll continue to enjoy energy savings for years to come.

*This is only an example. Your actual investment and savings may be higher or lower depending on the models you choose to install, the efficiency of the furnace you are replacing, fluctuating fuel costs and your actual installed cost. Based on average gas costs of \$10 per Mcf for 12 months ending September 30, 2010.

**With savings on annual operating costs of \$2,130 per year, the \$5,500 incremental investment will be paid back in 2.6 years.

By using natural gas wisely, you could help protect the environment.

Natural gas is the cleanest-burning fossil fuel available. According to the U.S. Environmental Protection Agency, natural gas also produces a significantly smaller volume of greenhouse gases, compared to oil or other fossil fuels used in the production of electricity. When you conserve natural gas, you not only help your pocketbook, you reduce emissions further, making the air cleaner for everyone. And that's something that will help your children, their children, and generations to come.

The **National Fuel Conservation Incentive Rebate Program** also includes a number of other ways for you to save through energy-efficiency, including initiatives specifically designed for residential natural gas use and to assist lower income households. For complete details, visit **NationalFuelForThought.com**.

So why is National Fuel helping you use less natural gas?

A lot of people believe that National Fuel controls the cost of natural gas, and that higher natural gas costs means the Utility makes more money. The truth is that utilities have no control over the market price of natural gas. By law, these costs are passed along to our customers without mark-up. The price you pay for natural gas is set in the energy marketplace where the forces of supply and demand affect prices most.

With the **Conservation Incentive Rebate Program**, National Fuel is partnering with customers on ways to use less natural gas, helping to bring balance back to the marketplace and lowering the price we all pay for the energy we use.

For more information about this program, visit **NationalFuelForThought.com**, where you can print a rebate application and learn more about how to use less energy.



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NationalFuelForThought.com

If you have a question, problem or request, please call us Monday through Friday, 7am to 6pm.

Buffalo, NY area: (716) 686-6123

All other areas: (800) 365-3234

For gas emergencies, call 1-800-444-3130
24 hours a day, 7 days a week.



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Fuel for Thought

For Small Non-Residential Customers



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The Conservation Incentive Program

For Small Non-Residential Customers

Thinking about purchasing a new piece of natural gas equipment? Choose high-efficiency and save.

The **National Fuel Conservation Incentive Rebate Program** offers small, non-residential customers in National Fuel's Western New York service area a number of money-saving rebates when you replace specified appliances with new, energy-efficient models. When you combine the rebates with the projected annual fuel savings realized by using more efficient equipment, you'd be amazed at how quickly these new appliances can pay for themselves.

Fixed & customized rebates for non-residential customers.

Small, non-residential customers whose facilities use less than 12,000 Mcf (thousand cubic feet) of natural gas per year are eligible to receive either fixed or customized rebates for upgrading to more energy-efficient natural gas equipment.

Rebates are available for existing facilities only. New construction projects are not eligible for rebates.

Offering you two ways to save!

- **Fixed (Pre-Qualified) Rebate** – Fixed rebates are available on pre-qualified equipment. It's fast and easy! Visit NationalFuelForThought.com for a rebate application.
- **Customized (Performance-Based) Rebate** – Rebates are determined on a case-by-case basis, based on the results of an energy-use analysis. Customized rebates can be as much as \$15/Mcf multiplied by the gas savings, up to \$25,000. This may result in a larger rebate than if your company received a fixed rebate. Call **1-866-697-3732** or visit NationalFuelForThought.com to get started.

Receive these fixed rebates on select natural gas appliances and save energy and money!

| Equipment | Minimum Required Efficiency | Rebate | Equipment Size | | |
|-------------------------------|-----------------------------|---------|------------------------------|--------------------------------|-------------------------|
| | | | (≤ 300kBtuh) | (301–500kBtuh) | (501–1,000kBtuh) |
| Space Heating | | | | | |
| Hot Air Furnace | 90% AFUE | \$500 | N/A | N/A | N/A |
| Hot Water Boiler | 85% AFUE | \$600 | \$750 | \$1,500 | \$2,500 |
| | 90% AFUE | \$1,000 | \$1,500 | \$2,500 | \$3,500 |
| Steam Boiler | 81% AFUE | \$600 | (\$2/kBtuh) \$602-\$1,000 | (\$2/kBtuh) \$1,002-\$2,000 | (\$2/kBtuh) \$2,000+ |
| Space Heating | | | | | |
| Unit Heater | 90% AFUE | \$1,000 | | | |
| Low Intensity Infrared Heater | N/A | \$500 | | | |
| Programmable Thermostat | Energy Star®-rated | \$25 | | | |
| Water Heating | | | | | |
| Storage Tank Water Heater | 0.61 EF | \$150 | | | |
| Tankless Water Heater | 0.78 EF | \$350 | | | |
| Cooking | | | | | |
| Fryer | Energy Star®-rated | \$750 | | | |
| Broiler | 30% AFUE | \$500 | | | |
| Convection Oven | 40% AFUE | \$500 | | | |
| Combination Oven | 40% AFUE | \$750 | | | |
| Steamer | Energy Star®-rated | \$750 | | | |
| Griddle | 45% AFUE | \$500 | | | |

(AFUE) Annual Fuel Utilization Efficiency (EF) Energy Factor (kBtuh) 1,000 Btu per hour

Please Note: all appliances must be installed by a contractor. Non-residential customers applying for a rebate AND contractors must be able to supply one of the following: Federal ID number, a Certificate of Insurance or a Business Certificate showing their company's name and address in order for the rebate application to be considered complete. The Conservation Incentive Program customized rebates are available for qualifying equipment purchased and installed on or after November 1, 2007, only. The fixed rebates being offered to non-residential customers are available for qualifying equipment installed on or after December 1, 2008.

Call **1-800-365-3234** or visit NationalFuelForThought.com to learn more and print a small non-residential fixed rebate application.