

PRESS RELEASE

Unprecedented Cost Savings With Wood Pellet Heating

PRESS EVENT/AVAILABILITY

Wednesday September 14, 10am – 2 pm, Goffstown NH
Details below.

September 9, 2011 – Goffstown, NH - With oil and propane prices high and wood pellet prices at an all-time low, consumers are switching from petroleum-based fuels to wood pellets for heating their homes this winter. Typical homeowners can cut heating costs by up to 40% by switching from oil or propane to wood pellets.

“This really is the time for people to kick the petroleum habit and start heating with wood pellets”, says Jon Strimling, CEO of New Hampshire-based WoodPellets.com, America’s leading online retailer of wood pellets. “Not only are wood pellets a sustainable fuel source, they are also more affordable than ever and have much more stable prices than oil or propane.”

Oil prices have fluctuated wildly over the past year, ranging from a low of \$2.88 early in 2010 to a high of nearly \$4.00 per gallon when oil prices spiked last spring. Over the last ten years, heating oil prices have risen 150%. The cost of wood pellets, on the other hand, has been very stable over the past five to ten years. Pellets are available today for as little as \$197 per ton, which is the equivalent of buying heating oil for \$1.67 per gallon, and is, in fact, less expensive than five years ago.

“No one has a crystal ball to predict the cost of heating oil and propane this winter” says Dave Yakuboff of All Basics Stove Shop in Merrimack, NH, “so homeowners are left to make that painful, annual decision of whether to pre-buy or take their chances and see what happens as the heating season progresses. That’s why we’re seeing so many new customers come into our store and say they’re sick of the uncertainty. Wood pellet stoves give people a lot more control over their heating costs.”

Kristi Mathieson and her husband Thad Ackerman from Kittery, Maine, thoroughly researched their heating options several years ago. They decided that wood pellets made the most sense for them. “We love using a renewable resource there is an abundance of in New England. We are happy to be contributing a little less to our country’s addiction to oil, and we really enjoy the clean, even heat of our pellet stove,” says Kristi. “To top it off,” says Thad, “we’re completely thrilled with the money we’re saving by not burning oil.”

Wood Pellet Heating

Wood pellets are a highly efficient heating fuel made from clean, compressed wood by-products. Sustainable, domestically produced, and cost-stable, wood pellets help to create local jobs while simultaneously reducing dependency on fossil fuels. More information is available at www.woodpellets.com or www.forgreenheat.org.

About Woodpellets.com

WoodPellets.com is the nation's leading online retailer of wood pellet fuel, offering home delivery service throughout New England. Renowned for award-winning customer service and the highest quality pellet fuels, WoodPellets.com is committed to making clean, green heat available and affordable. For more information, please visit www.woodpellets.com.

Press Event and Interview Availability

Wednesday, September 14, 2011

9 am-2 pm

84 Daniel Plummer Road

Goffstown, NH 03045

1-800-PELLETS (735-5387)

- WoodPellets.com's CEO Jon Strimling will be available for on-camera or phone interviews.
- Demonstration of wood pellet stove technology at Goffstown headquarters
- Families who have chosen wood pellet heating will be available for interviews.
- A third-party expert in government or environmental advocacy will be available to comment on the benefits of wood pellet heating.

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