

## We will pay you \$0.75 a gallon for your used vegetable oil!

<b>smartfuel</b> <sup>™</sup>	<b>The Other Guys</b>
<b>We'll always pay you fairly!</b>	<b>Two years ago, you were paying them!</b>
<i>We pay you based on the price of fuel; as gas/oil goes up, we pay more for your used cooking oil. With crude oil at \$100 a barrel, we pay you 75 cents a gallon!</i>	<i>And of course, now they'll pay you too. But will they pay you what is fair? Will they publish their rates? Remember, they made you pay them for 20 years.</i>
<b>We're green!</b>	<b>They're... closer to black.</b>
<i>We turn your oil into clean-burning biofuel for local industry and homes! Also, "community" means local and local means a low carbon footprint.</i>	<i>They sell much of their used oil overseas, where it is turned into animal feed and cosmetics and sold back to the U.S. Think of the greenhouse gasses emitted in all that shipping alone!</i>
<b>We're clean!</b>	<b>They're... greasy.</b>
<i>We regularly bring the barrels back to our plant and wash them up..</i>	<i>Have you really looked at that rusty barrel or greasy dumpster lately?</i>
<b>We're reliable!</b>	<b>They're... a little slow.</b>
<i>We'll set you up on a regular schedule, give you an extra barrel for excess capacity and show up within three business days if you call for an emergency pickup.</i>	<i>Well, we've never had them collect our oil, but we hear they don't always rush over when you call.</i>
<b>We're reducing U.S. dependence on foreign oil!</b>	<b>They're...well, not so much.</b>

**CALL 888-945-5005 TO ESTABLISH SERVICE NOW**

## got questions?

*Question: How much are you going to pay me?*

**Answer:** It varies, but with crude oil at \$100 a barrel, we pay 75 cents a gallon. And we put out rates in writing!

We base our payment pricing on a simple formula: the price of a barrel of crude oil divided by 133 equals a gallon of clean waste vegetable oil. For example, at \$100 a barrel for crude, you will receive 75 cents a gallon for your good, used fryolator oil. Our price will be based on the average US crude oil price from the previous month as stated by the US Energy Information Administration.

The whole point of our company is to reduce global warming and our dependence on foreign oil. We make oil to burn as fuel. Since we're in the oil business, it only makes sense to link our payment to you to the price of crude oil. That way, if oil is up, you get paid more. If oil goes down, then less. But you will always be paid!

Starting in April of 2011, we have established a minimum of 25 cents a gallon and a maximum of \$1.00 a gallon. If crude oil is below \$33 a barrel, we will still pay you 25 cents a gallon. If it goes up to \$133 a barrel, we will be paying you \$1.00 a gallon. We have to stop there, so if oil is over \$133 a barrel again, we'll still pay you \$1.00. We are pretty sure we might be the only good part of oil prices going up!

**Or, if you're so inspired, you can reinvest your payment into our company and we will use it to buy carbon offsets to work towards a carbon neutral operation and to reach more customers like you. We will guarantee free service for as long as you would like. Together we can save the planet, one gallon at a time.**

*Question: Do I have to sign a contract?*

**Answer:** Yes and no. If you want to enjoy the variable rate stated above, no contract is necessary. However, if you would like to lock in a flat rate of 75 cents a gallon for six, 12 or 18 months we'll need you to sign an exclusive service contract with SmartFuel. You choose how long you would like to bind us to pay this fixed rate. In other words, with no contract, your rate will go up and down with the price of crude oil but if you want to be sure to get 75 cents for every gallon for up to 18 months, we will sign a contract that guarantees it. (You may sign a contract at any time, even after a few months of service on the variable plan, although the fixed rate will be the one then available and published by us.)

*Question: When are you going to pay me?*

**Answer:** We'll pay you quarterly. You can look for checks from us in May (for payment for oil we collected in January-March), August (for April-June), November (for July-September), and February (for October-December).

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*Question: My service has been pretty reliable... I feel like if it's not broken, don't fix it!*

**Answer:** Your collection service may not be broken, but the moment the oil leaves your restaurant, it most likely starts down a very broken road of international pollution. You can put that oil on a different road, one that supports your local economy and your planet, all while enjoying fair payment and excellent service for your restaurant.

*Question: What if I recently agreed to give my oil to another biofuels company?*

**Answer:** Well, congratulations and thank you for making a good choice. We would, of course, like to have you as a customer of ours but we are glad you are already on the same team. We like to say it's not about the money, but it sure does help. We are sharing more with you than virtually any other company.

*Question: What do I have to do for you?*

**Answer:** Keep filling our barrels with your oil! Please make sure you only put Fryolator oil in them. NO GREASETRAP! If you would like us to service your grease trap, call us and we'll set that up separately. Otherwise, keep the lids on the barrels so the rainwater doesn't get in or someone doesn't think it's a trashcan. Also, some people sadly like to steal oil. In that case, we'll provide you with locks and if you use them, we'll be able to pick up your oil and send you a check for it.

In order to maintain our service commitment to you, our drivers need ready access to the barrels. Please help us find a spot that works for both of us and plow or shovel the snow for access in the winter. We don't have time to dig the barrels out, and if we can't get to them, you may run out of room for your waste oil and you don't get paid. Then, put our sticker in the window so the community knows you're participating in a truly green program and enjoy making a difference!

*Question: Who is SmartFuel and what do you do with my oil?*

**Answer:** SmartFuel is a manufacturer of biofuels, which are clean-burning alternatives to petroleum-based fuels. SmartFuel can be used in industry and in homes. By allowing SmartFuel to collect your used vegetable oil, you will be contributing to the growing movement towards independence from foreign oil and a reduction in global warming.

*Question: I don't mean to be rude or anything, but you seem like a pretty new company. How do I know you're not going to go out of business?*

**Answer:** We have been in full operation for over three years. We continue to expand our client base and are quickly becoming the best in the business. If SmartFuel does not continue to flourish, we would ensure that you are up and running with another biofuel company before we took our barrels away. But the only way we would fail is if you don't sign up. So sign up! And tell all your friends!

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