

# American Biomass Corporation



American Biomass is the parent corporation of a family of logistics companies designed to streamline wood pellet fuel distribution. Founded in 2006, American Biomass is now the country's leading independent distributor of wood pellets, with nationwide delivery capabilities, patented logistics software, and an industry-leading online portal for ordering convenient home delivery of renewable fuels.

Our broad menu of services includes:

- Retailer support services, including delivery, logistics, and marketing support
- Convenient home delivery of the highest quality wood pellet fuel
- Coast-to-coast delivery of truckload and wholesale fuel
- Bulk market development, including innovative new products

# Biomass Pellet Fuel Basics



When American Biomass was founded in 2006, the retail delivery market for wood pellets was sparsely seeded and inconsistently serviced. Our company has revolutionized the distribution of biomass fuels for home heating by turning a ruthless eye on inefficiencies in the supply chain, working to ensure that every step of distribution – production to combustion – is completed with quality and efficiency as the ultimate goals.



# Technology Enables Growth & Efficiencies

## Optimized Logistics

- Localized quote technology
- Automated order filtering
- Route mapping / optimization

## e-Commerce Model

- Search Engine Optimization
- Search Engine Marketing
- Automated transactions
- Favorable cash flow dynamics

## IT Infrastructure Enables Rapid Scaling

- Provides early indications on demand for rapid response
- Enables distributed marketing through hundreds of affiliated stove shops
- Automates back end transactions with suppliers & carriers

Biomass Supply Chain Conference, April 15, 2010

The screenshot shows a web browser window with a search for 'wood pellets'. The search results page displays a table of products and pricing. The table has columns for Product, Order Quantity, Estimated Delivery, Skids, Tons, Price/Ton, and Price. The products listed are Cleanfire Pacific (Premium, 1.3 tons/skid) and Wood Pellet. The total price is \$726.74, and there is a promotion code field. A sidebar on the left shows a map and various links. A bottom section highlights a savings of \$443.26 with pellets and offers a new back-of-garage delivery service via Pallet Jacks.

Product	Order Quantity	Estimated Delivery	Skids	Tons	Price/Ton	Price
Cleanfire Pacific (Premium, 1.3 tons/skid)	2.6 tons	Delivery by May 15	1	1.3	\$269.90	\$350.87
			1	1.3	\$239.90	\$311.87
			2	2.6		\$662.74

**You could save \$443.26 with pellets**

390 gallons of oil:	\$1,170.00
2.6 tons of pellets:	\$726.74
Your estimated savings:	\$443.26

**New - Back of garage delivery via Pallet Jacks!**

Our Precision Delivery Service places fuel where our forklift can't.

Yes, I need Precision Delivery Service.

- Only \$20 for up to 4 pallets.
- Each additional pallet only \$5.

**What is this?** Regular delivery includes forklift service, and we can often place fuel just inside a garage door. Precision Delivery service is only for folks wishing to place their fuel in places that are unreachable by the forklift including the back of garages.

**Hold Pricing 7 Days** **Checkout**



**AMERICAN BIOMASS™**  
declare your energy independence

# Proprietary Quoting Engine



**Location Specific** product selection, pricing, and delivery

ster subtitle style

**A wide variety** of products types and methods of delivery



Best Pricing For Delivery To  
**Goffstown, NH 03045**

Change Delivery Zip  
Enter Zip **Get Pricing**

 **Home Delivery**  **Full Truckload**

### Super Premium ash levels

Less than 0.5 percent ash content, qualifying them for the Pellet Fuels Institute's super premium grade. [Learn more](#)

 <b>Cleanfire Pacific</b> Premium pellets from the Western forests of North America, where the abundance of Western Spruce allows the production of an extremely consistent, high quality pellet.	<b>\$239.90</b> /ton after you buy your first skid at <b>\$269.90</b> /ton + delivery	<b>Home Delivery Options</b>
 <b>Granules LG Wood Pellets</b> This Canadian pellet fuel is made from Black Spruce and Grey Pine - known for their superior heating value.	<b>\$243.90</b> /ton after you buy your first skid at <b>\$273.90</b> /ton + delivery	<b>Home Delivery Options</b>

### Premium ash levels

Meets the requirements of the Pellet Fuels Institute's Premium Grade. [Learn more](#)



#### Michigan Wood Pellet

Produced in Southern Michigan from a 100% hardwood blend.

**\$223.90** /ton after you buy your first skid at **\$253.90** /ton + delivery

**Home Delivery Options**



#### CleanFire Hardwood

Exceptional quality controls ensure that CleanFire's Northern Blend pellet is one of the cleanest burning pellets available in the market.

**\$233.90** /ton after you buy your first skid at **\$263.90** /ton + delivery

**Home Delivery Options**



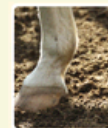
#### New England Wood Pellets (Bulk)

**Bulk storage unit required!**  
A strong and loyal customer base is the reason this brand has grown to be one of the best regarded in the Northeast.

From **\$239.90** /ton + delivery

**Please Call for Delivery (603-263-2970)**

### Animal Bedding



#### CP Horse Bedding

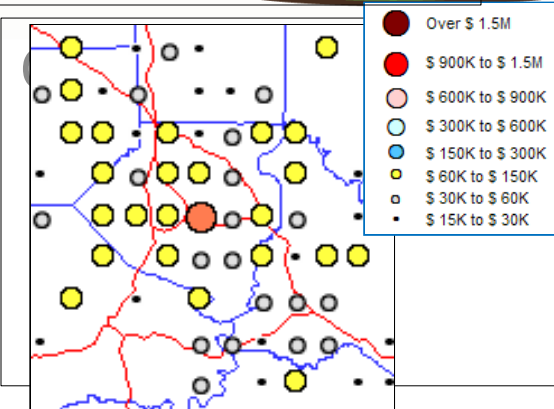
From **\$239.90** /ton + delivery

**Home Delivery Options**

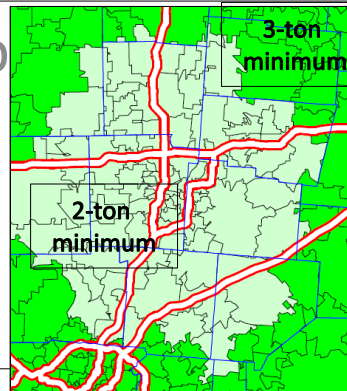


# Unique, World Class Demand Management

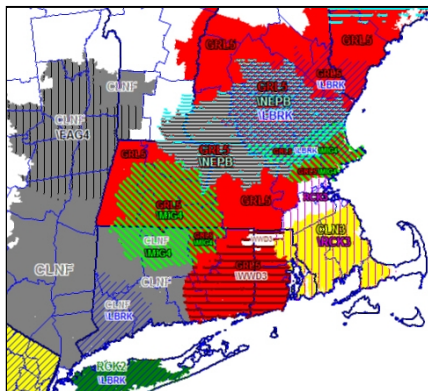
Historic Nationwide Demand History



Delivery Service Areas



Product Availability Overlays



## Benefits of Systems:

- Real time demand intelligence
- Multi-year seasonal demand histories
- Price elasticity of demand (local/seasonal)
- Marketing e-mail databases
- Customer lists in areas not yet served
- Knowledge of exactly where to place DCs
- Optimized inbound + outbound logistics

## Additional Demand Management and Analysis :

*(Not Illustrated Here)*

- Geographic yield analysis
- Quoted product and delivery price contour maps (for retail and truckload quotes)
- Competitive pricing maps
- Distribution center service areas
- Regional delivery cost adjustments



# Our Business Partners

## The cream of the crop

We're proud to be affiliated with some of the best-qualified pellet retailers in the country, many of whom carry stoves, boilers, and furnaces, as well as offer service and maintenance programs. These retailers can answer any questions relating to heating systems, and they may be able to provide customers with pickup/pellet service, too.

Name	Address	City
119 Stove Shop	11 South Road	Pepperell
21st Century Stoves	134 Main Street	Middleton
4 Seasons Stoves & Service	200 Canal Street	Fort Plain
Abundant Life	328 Dover Road, Unit 1	Chichester
All Brands Stove & Spa Service	4036 California Street	Riverbank
Alternative Energy Hearth & Patio Shoppa	114 Lafayette Road	Hampton Falls
Alternative Heating Equipment	2 River Road	Startford Springs
American Biok Aquatic & Home Energy	1278 Meritt Avenue	Painesville
American Chimney Sweeps, Inc.	81 Pulaski St.	Peabody
Aqua Reds Swimming Pool	14019 Meridian ST East	Puyallup



## Business Partners: Affiliated Stove Retailers

- Extensive network of affiliated retailers subscribes to our delivery, logistics, and marketing services
- Symbiotic relationships with our business partners are tailored to the exact needs of each retailer, and can include co-promotional marketing campaigns, retailer Web site support, incentive programs for fuel referrals, and delivery service
- American Biomass works with hundreds of affiliated retailers to bring clean, green biomass heat to consumers



# Our Business Partners

## Extensive Supply Network

- Working relationships with a diversified and redundant list of more than 25 manufacturers ensures sufficient supply

## Information Advantage

- World-class team of logistics and supply chain management executives
- Earliest view of supply pipeline

## Distribution Network

- More than 30 distribution centers in strategic alignment across the country
- Both truck- and rail-accessible distribution centers allow for an efficient, flexible balance of distribution methods

