

Instruction: This is a model letter. Adapt to fit your facts and circumstances.

Return address:
Name
Address Line 1
Address Line 2
City, State Zip Code

Date

Name
Company
Address Line
City, State Zip Code

Re: Announcement of Customer Incentive Program

Dear :

To show our appreciation of our customers, we are initiating a customer incentive program. This program will go into effect on Date. Enclosed you will find the details of the program. We are sure that this program will greatly improve sales.

If you have any questions, please do not hesitate to contact me.

Thanking you in advance,

N A M E

Enclosure