Announcement of Price Reduction

[Date]

[NAME, COMPANY AND ADDRESS, ex.
Tom Atkinson
COMPANY Inc.
14 Edith Street,
Hackney West,
ZIP POST CODE]

Dear [NAME, ex. Tom Atkinson],

Rarely do we have the opportunity to inform our customers
of such good news. [Briefly state reason for price reduction]
has made it possible for our company to reduce our list price
for [items being reduced]. Effective as of [date], all full orders
received for six week delivery will be billed as follows:
STOCK OLD PRICE NEW PRICE
# $0.00 $0.00
# $0.00 $0.00
# $0.00 $0.00

We are very pleased to be able to pass this savings
directly on to you. These prices do not include the
additional discount that is offered to our customers
who pay within the 10 day discount period.

Yours very truly,