

[Date]

[Customer Name]

[Customer Address]

[City, State, Zip Code]

Subject: Announcement of Special Price Reduction

Dear [Customer Name],

We are writing to share some exciting news regarding our pricing. At [Company Name], we are constantly looking for ways to provide better value to our loyal customers.

Due to [Reason for reduction, e.g., improved manufacturing processes/bulk inventory/special promotion], we are pleased to announce a permanent price reduction on the following products/services:

- [Product/Service Name]: Now [New Price] (Was [Old Price])
- [Product/Service Name]: Now [New Price] (Was [Old Price])

These new prices are effective as of [Date]. If you have any pending orders, the new rates will be applied automatically to your invoice.

We appreciate your continued business and look forward to serving you with these new, lower rates. Please visit our website at [Website URL] or contact your account representative if you have any questions.

Best regards,

[Your Name]

[Your Title]

[Company Name]