

[Date]

[Customer Name]  
[Customer Address]  
[City, State, Zip Code]

**Subject: Notice of Non-Renewal - Discontinuation of [Product Name]**

Dear [Customer Name],

We are writing to formally notify you that [Company Name] will be discontinuing [Product Name] effective [Discontinuation Date].

As a result of this product retirement, your current contract/subscription for [Product Name] will not be renewed at the end of your current term. Your service is scheduled to expire on [Expiry Date].

**What this means for you:**

- You will continue to have full access to the product until [Expiry Date].
- No further renewal invoices will be issued.
- [Optional: Mention data backup or migration steps here].

We value your business and would like to help you transition to an alternative solution. We recommend [Alternative Product Name] as a replacement. Our team is available to discuss how this option may meet your needs.

If you have any questions regarding this notice or your account, please contact our support team at [Phone Number] or [Email Address].

Thank you for your understanding and for being a loyal customer.

Sincerely,

[Your Name]  
[Your Title]  
[Company Name]