

Dear Valued Customer,

We are excited to announce the launch of our new Tiered Loyalty Discount System aimed at rewarding our loyal customers like you!

How It Works:

As you shop with us, you will earn points that will help you unlock various loyalty tiers, each offering exclusive discounts and benefits:

- **Bronze Tier:** Earn 1 point for every \$1 spent - Enjoy 5% off your next purchase.
- **Silver Tier:** 100 points unlock - Enjoy 10% off your next purchase.
- **Gold Tier:** 250 points unlock - Enjoy 15% off your next purchase and exclusive access to member-only sales.

Join us on this exciting journey and start enjoying the benefits today! For more information, please visit our website or contact our customer service team.

Thank you for being a valued member of our community.

Sincerely,

The [Your Company Name] Team