

# **Subject: Important Update: Product Discontinuation Notification**

Dear [Stakeholder's Name],

We hope this message finds you well. We are writing to inform you that, after careful consideration, we have decided to discontinue the [Product Name] effective [Discontinuation Date].

This decision was not made lightly, and we want to thank you for your support and commitment to our product over the years. We believe this action will allow us to focus on our core offerings and innovative solutions that better align with our strategic goals.

We assure you that our team is dedicated to making this transition as smooth as possible. We will continue to provide support for the [Product Name] until the discontinuation date, and our customer service team is available to address any questions or concerns you may have.

Thank you for your understanding and continued partnership.

Sincerely,  
[Your Name]  
[Your Position]  
[Your Company]