

FOR IMMEDIATE RELEASE

Date: [Insert Date]

[Company Name] Announces Discontinuation of [Product Name]

[City, State] - [Company Name], a leader in [industry/sector], has announced today that it will be discontinuing the production of [Product Name], effective [discontinuation date]. This decision comes as part of the company's ongoing efforts to streamline its product offerings and focus on [mention new products or core areas].

"Despite the successful run of [Product Name], we believe that discontinuing this product will allow us to better allocate resources towards developing innovative solutions that meet our customers' evolving needs," said [Name, Title of Company Official].

Customers currently using [Product Name] will continue to receive support and services until [support date], and we encourage them to explore our other products that may better serve their requirements. For more information regarding available alternatives, please visit our website at [website link] or contact customer service at [contact information].

We are grateful for the support of our customers and partners, and we look forward to continuing to provide high-quality products and services in the future.

About [Company Name]

[Company Name] is a [brief description of the company, its mission, and accomplishments].

Media Contact:

[Name]

[Title]

[Company Name]

[Phone Number]

[Email Address]

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