

Dear Valued Customer,

We are excited to introduce our new Customer Points Program designed to reward you for your loyalty and support. Below are the key features of our program:

How It Works:

- **Earn Points:** For every purchase you make, you earn points that can be redeemed for discounts and rewards.
- **Bonus Points:** Sign up today and receive a bonus of 100 points as our welcome gift!
- **Redeem Rewards:** Save points for exciting rewards, including gift cards, exclusive products, and special event access.

Program Benefits:

- Stay informed about special promotions and offers exclusively available to members.
- Track your points easily through our website or mobile app.
- Get personalized rewards based on your purchase history.

If you have any questions about the Customer Points Program, please do not hesitate to reach out to our customer service team. Thank you for being a valued part of our community!

Warm regards,

Your Company Team