

Important Update: Changes to Your Loyalty Program

Dear Valued Customer,

We hope this message finds you well. We are writing to inform you about upcoming revisions to our loyalty program that will affect your credit card annual fees.

Starting on **[Effective Date]**, the following changes will take effect:

- **New Annual Fee:** Your annual fee will be updated from **[\$Old Fee]** to **[\$New Fee]**.
- **Enhanced Benefits:** With the revised fee, you will gain access to new features including **[List of New Benefits]**.
- **Eligibility Criteria:** Adjustments to qualification criteria for elite status will be implemented.

We understand that changes to annual fees can impact your experience, and we assure you that this decision has been made to enhance the overall value of our loyalty program.

If you have any questions or need further clarification, please do not hesitate to reach out to our customer service team at **[Customer Service Contact]**.

Thank you for your continued loyalty. We are excited for you to enjoy the new benefits that will accompany these changes!

Sincerely,

[Your Company Name]
[Your Company Contact Information]