

Dear [Customer's Name],

We hope this message finds you well. We are writing to inform you that your rewards points, which were set to expire on [Expiration Date], have now expired.

We appreciate your loyalty and value you as our customer. While your points have expired, we encourage you to continue enjoying the benefits of our rewards program. Remember, you can earn more points with every purchase!

If you have any questions or need further assistance, please don't hesitate to reach out to our customer service team.

Thank you for being a valued member of our community.

Sincerely,

[Your Company Name]

[Your Contact Information]