

# Dear [Customer's Name],

We hope this message finds you well. We are writing to inform you of the revised terms for our loyalty benefits program.

## Revised Terms Overview:

- **Eligibility:** All members who have accumulated over [X points].
- **Points Redemption:** Points can now be redeemed for exclusive rewards starting at [Y points].
- **Expiration Policy:** Points will expire after [Z months] of inactivity.

We believe these changes will enhance your experience and provide greater value to your loyalty with us.

If you have any questions or need assistance, please do not hesitate to contact our customer service team.

Thank you for being a valued member of our loyalty program.

Sincerely,  
[Your Company Name]  
[Your Contact Information]