

Subject: End-of-Season Price Reduction Announcement

Dear Valued Reseller,

As we approach the end of the season, we want to take this opportunity to thank you for your continued partnership and support. We appreciate your efforts in promoting our products and are excited to announce a special price reduction on select items.

Effective from **[Start Date]** to **[End Date]**, we will be offering a **[Percentage]% discount** on our **[Product Line/Category]**. This is a great opportunity for you to increase your sales and clear out inventory for the upcoming season.

Attached you will find the updated price list and details on the discounted products. We encourage you to take advantage of this offer and pass on the savings to your customers.

Thank you for your partnership. If you have any questions or require further information, please do not hesitate to reach out to us.

Best Regards,

[Your Name]

[Your Title]

[Your Company Name]

[Your Contact Information]