

Dear Valued Member,

We hope this message finds you well. We are excited to announce some modifications to our retail loyalty program tiers that will enhance your shopping experience with us.

What's Changing?

- **Gold Tier:** Minimum spending increased from \$500 to \$750 annually.
- **Platinum Tier:** New exclusive benefits including early access to sales.
- **Diamond Tier:** Personalized shopping experiences and complimentary gifting options.

Effective Date:

The new tier modifications will take effect on **January 1, 2024**.

Why the Change?

These changes are designed to reward our most dedicated customers with even greater benefits and to ensure a premium shopping experience.

We Value Your Feedback!

If you have any questions or concerns regarding these changes, please do not hesitate to reach out to our customer service team.

Thank you for being a loyal member of our retail family!

Sincerely,
Your Retail Team