

# Announcement: Retail Price Matching Policy

Dear Valued Customers,

We are excited to announce that starting [Effective Date], [Store Name] will be implementing a new Retail Price Matching Policy. Our goal is to ensure that you get the best value for your purchases, and we believe that this policy will help us achieve that.

## Policy Details:

- We will match the price of any identical item currently being offered by a competitor.
- The competitor's price must be verifiable and readily available to the public.
- This policy applies to in-store purchases and online orders.
- Exclusions may apply on clearance, seasonal sales, and limited-time offers.

To take advantage of our price matching, simply present proof of the lower price at checkout or contact our customer service team online.

We appreciate your continued support and look forward to serving you better.

Sincerely,  
[Your Name]  
[Your Title]  
[Store Name]  
[Contact Information]