

[Your Name]

[Your Position]

[Your Company]

[Company Address]

[City, State, Zip Code]

[Email Address]

[Phone Number]

[Date]

[Recipient's Name]

[Recipient's Position]

[Recipient's Company]

[Recipient's Address]

[Recipient's City, State, Zip Code]

Dear [Recipient's Name],

Thank you for your recent communication regarding the price discrepancy for [specific product/service]. We sincerely apologize for any confusion this may have caused.

Upon reviewing the situation, we acknowledge that the advertised price was indeed incorrect due to [brief explanation of the reason]. We take full responsibility for this oversight and are taking steps to ensure such discrepancies do not occur in the future.

As a gesture of our commitment to customer satisfaction, we would like to offer you [mention any compensation, such as a discount or credit] on your next purchase. We value your business and appreciate your understanding in this matter.

Thank you for your patience and understanding. Should you have any further questions or concerns, please do not hesitate to reach out to me directly.

Warm regards,

[Your Name]

[Your Position]

[Your Company]