

Exciting News: We're Launching Our Customer Loyalty Program!

Dear Valued Customer,

We are thrilled to announce the launch of our brand-new Customer Loyalty Program! Starting from [Launch Date], you can start earning points for every purchase you make with us.

Here's how it works:

- Earn 1 point for every \$1 spent
- Redeem your points for exclusive discounts and rewards
- Receive bonus points during special promotions

Join us in celebrating the launch of our loyalty program by signing up on our website or in-store. As a special thank you, the first 100 sign-ups will receive an extra 100 points!

Thank you for being a part of our community. We look forward to rewarding you!

Warm regards,

[Your Company Name]

[Contact Information]