

Important Notice: Changes to Your Cashback Program

Dear Valued Cardholder,

We hope this message finds you well. We are writing to inform you of important updates to our credit card cashback program that will take effect on [Effective Date].

As part of our commitment to enhancing your experience, we are making the following changes:

- **Increased Cashback Rates:** You will earn [New Cashback Rate]% on selected categories, including groceries and dining.
- **New Categories:** We are adding [New Categories] to our cashback program.
- **Cashback Redemption:** You can now redeem your cashback rewards for statement credits, merchandise, or travel rewards.

We believe these changes will provide you with greater value and flexibility. To view the full details of the updated program, please visit our website or contact customer service at [Customer Service Phone Number].

Thank you for being a part of [Bank/Company Name]. We appreciate your continued loyalty.

Sincerely,

[Your Name]

[Your Title]

[Bank/Company Name]