[COMPANY NAME]

[ADDRESS]

[CITY, STATE, ZIP CODE]

[DATE]

**Subject: Important Update: Discontinuation of [Product/Service Name]**

Dear [Customer’s Name/Valued Customers],

We are writing to inform you that [COMPANY NAME] will be discontinuing [Product/Service Name] as of [EFFECTIVE DATE]. This decision was made after careful consideration of [*reason for discontinuation, e.g., changes in market demand, shifting business priorities, or product updates*].

**What This Means for You**

* **Final Availability**: [Product/Service Name] will remain available for purchase/use until [DATE].
* **Support Continuation**: We will continue to provide customer support for this product/service until [SUPPORT END DATE, IF APPLICABLE].
* **Alternative Options**: If you are looking for similar solutions, we recommend [*alternative product/service name*], which offers [*key benefits/features*].

**Next Steps**

If you have any outstanding concerns or would like assistance transitioning to one of our alternative offerings, please contact our team at [Email Address/Phone Number].

We sincerely appreciate your support of [Product/Service Name] over the years and are committed to ensuring a smooth transition for all our valued customers.

Thank you for your understanding, and we look forward to continuing to serve you with our other [products/services].

Yours sincerely,

……………………………………………………….

[NAME]

[TITLE/POSITION]

[COMPANY NAME]