

[Your Name]  
[Street Address]  
[City, ST ZIP Code]  
March 6, 2014

[Recipient Name]  
[Title]  
[Company Name]  
[Street Address]  
[City, ST ZIP Code]

Dear [Recipient Name]:

I never knew how many people read our advertisements until the newspaper inadvertently listed our price as \$29 instead of \$229!

Thanks for understanding that we couldn't possibly honor the typesetter's mistake. But because you were inconvenienced, we've enclosed a coupon that entitles you to 10 percent off any merchandise in stock. The coupon is good all year and is even applicable to discounted items!

We appreciate your patronage and want you to continue to purchase our appliances and service for many years to come.

Sincerely,

[Your Name]  
[Title]

Enclosure